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Confronting Sexism on TikTok: Is Sarcastic Humor Effective?

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Confronting Sexism on TikTok: Is Sarcastic Humor Effective?

by

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ABSTRACT

Confronting sexism is important but can be difficult because of the social backlash that is associated with it. However, many individuals have begun to call out sexism online. For example, the social media platform TikTok is an increasingly popular space for women to confront misogyny. In one current trend, creators target individuals who create sexist content by using sarcasm to humorously mock their original video. In this study, I examined the effectiveness of this trend in persuading observers and how the use of sarcastic and mocking humor influences perceptions of a woman confronting sexism. 492 participants were randomly assigned to watch a TikTok video of a woman confronting a sexist man in either a more sarcastic or less sarcastic way. The results regarding perceptions of the confronter suggest that individuals' beliefs and gender influence their perceptions of this type of humor as well as a woman who uses this type of humor to confront sexism. Women, individuals who believe women are still the primary target of sexism, and individuals high in issue involvement are more likely to find humor that is sarcastic and mocks a male target funny. Further women are more likely than men to have positive reactions to a woman who confronts sexism as well as evaluate her response positively. However, the videos had little effect on persuasion regardless of whether sarcasm was used or not. Exploratory analyses showed that issue involvement, belief in sexism shift, and gender may play an important role in both perceptions of the humorousness of the confronter and thus perceptions of her likeability and credibility.

CHAPTER 1: INTRODUCTION

The rise of social media over the past two decades has created a new space for interaction, but also opportunities for harassment. Forty-one percent of Americans report receiving some form of online harassment, with more severe forms of harassment (e.g. sexual harassment, stalking) increasing since 2017 (Pew Research Center, 2021). Women are among the groups that are disproportionally targeted by more severe forms of harassment online (Backe, Lilleston & McCleary-Sillis, 2018, Pew Research Center, 2021). For example, many forums have been created on Reddit where users encourage misogyny and violence against women (Farell et al., 2019). Likewise, on Twitter, over a one-week period almost three million tweets were located that contained sexist slurs such as "whore" (Felmlee et al., 2019). All of this suggests that women are at least encountering, if not experiencing personally, sexism online. But how are women responding to this sexism that they encounter online?

One of the most popular social media platforms, and one where sexism is common, is TikTok. According to Pew Research Center (2021), 21% of all Americans report using TikTok and the percentage increases in younger generations, with 55% of individuals ages 18-24 reporting using the social media platform. Women have begun to call out (or confront) misogyny on TikTok through various widespread trends (Clark, 2022; Shuttleworth, 2022). One popular trend involves individuals calling out sexist or misogynistic content through response videos (Issawi, 2022; Moore, 2022). It is important to understand the influence that this trend has on attitudes because many of these videos are viewed by millions of people (Issawi, 2022). In many of these videos, the creators target the individual who created the sexist content by using humor

that mocks the original sexist content; thus, humor is a tool intended to subvert an existing gendered power dynamic.

While this TikTok trend is recent, using humor to confront sexism is not new. There is a long history of feminists using humor to challenge the patriarchy (Case & Lippard, 2009). Humor can be an effective persuasion tool (Walter et al., 2018), but it is unclear how effective humor, particularly sarcastic, biting humor, is in reducing sexism among observers. Humor has only been shown to decrease the *perceived* effectiveness of a sexism confrontation, but whether humor changes actual attitudes or behavior is an open question (Woodzicka et al., 2020). Therefore, the goal of this study is to determine the effectiveness of sexism confrontations involving humor in influencing perceptions of confronters of sexism and ultimately changing attitudes and behavioral intentions.

Confronting Sexism

Sexism can take the form of both benevolent and hostile attitudes that co-exist to maintain a gendered hierarchy (Glick & Fiske, 2001). Benevolent sexism exists in the form of seemingly positive but patronizing beliefs about women that reinforce men's dominance. Benevolent sexism predicts positive attitudes towards women who subscribe to traditional gender roles and behaviors (e.g., stay at home wives and mothers). On the other hand, hostile sexism reflects overtly negative beliefs and stereotypes about women. Hostile sexism predicts negative attitudes towards women who defy the male-dominated power structure (e.g., career driven women, feminists). Both benevolent and hostile sexism predict behaviors that have negative consequences for women. These beliefs can have implications within a wide range of areas from hiring decisions (Good & Rudman, 2009) to acceptance of rape myths (Chapleau et al., 2007) and violence against women (Agadullina et al., 2022). Because sexist attitudes have

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important impacts on discriminatory behaviors against women, it is crucial to understand how they can be reduced.

To address and reduce sexism, it is important for individuals to confront (or call out) sexism when they encounter it. However, when women confront sexism, they are often met with social backlash (e.g., negative personality attributions, harassment) which can be a barrier to confrontation (Good et al., 2012). Even when women are displeased with an interaction that they perceive to be sexist, they often do not call attention to the sexism because of fear of negative social costs (Kaiser & Miller, 2004). For these reasons, it is important to examine confrontation styles that may be associated with less social backlash but are still effective at persuading attitudes and behaviors. However, the effectiveness of different confrontation styles in reducing sexist attitudes has been understudied. Moreover, to my knowledge, there has not been research on the effectiveness of confronting sexism in an online setting on persuading attitudes or behaviors of observers.

It is possible that social media sites and other online platforms are making it easier for women to confront sexism because of the safety that anonymity and physical distance can provide. This may be important because confronting sexism online can have psychological and social benefits. When women confront sexism on Twitter, it strengthens their identification with their gender and intentions for future collective action against sexism (Foster, Tassone & Matheson, 2021). Collective action intention is often measured to assess behavioral support for a social movement that intends to decrease disadvantages or issues facing members of a social group (van Zomeren, Postmes & Spears, 2008). The current study expanded on this research by examining whether witnessing a woman confronting sexism online increases collective action intentions towards gender equality of observers.

Like confronting sexism online, the use of humor may also increase the likelihood of confrontation by reducing the social backlash that women who confront sexism experience. With respect to the style of confrontation, people have less accepting and more negative reactions to aggressive and hostile confrontations of sexism (Becker & Barreto, 2014). Therefore, these types of confrontations lead to more social backlash through negative reactions to confronters. Confronters who use a humorous compared to a serious response to sexism are rated as more likeable (Woodzicka et al., 2020). Additionally, humor is associated with increased likeability and credibility of a source (Mettee, Hrelec & Wilkens, 1971). This suggests that confrontations involving humor may be associated with less social backlash because they are more positively evaluated. Furthermore, women are more likely to say they would respond to sexism with humor than in a serious way (Woodzicka at al., 2020). Therefore, I predicted that more sarcastic confrontations of sexism (compared to less sarcastic confrontations) on social media would result in less negative evaluations of the confronter.

The current study also examined participant gender because women and men perceive confrontations of sexism differently. Women rate female confronters of sexism more positively than men do (Dodd et al., 2001). Moreover, women are more likely to support a woman confronting sexism when they believe that discrimination against women is pervasive (Garcia et al., 2010). This led me to propose that overall, women will have more positive impressions than men of women confronting sexism and (regardless of whether her response is more sarcastic or less sarcastic) and that this effect will be stronger among women who believe sexism against women is pervasive. Research has also found that people view men, compared with women, who confront sexism more positively and perceive their confrontations to be more serious and legitimate (Czopp & Monteith, 2003; Drury & Kaiser, 2014). Because both men and women

confront sexism online, this may have implications for the effectiveness of individuals who respond to sexist content online. However, as an initial step to examine the persuasiveness of humorous confrontations of sexism, the current study focused only on female confronters of sexism.

Humor as a Persuasion Tactic to Confront Sexism

The use of humor as a tool of persuasion is widespread, and humor can have important influences on political and prejudicial attitudes (Baumgartner & Morris, 2006; Riquelme et al., 2021). Within the political realm, humor is often used on talk shows to mock opposing views, and this may have real impact on behavior. Viewing late night television shows involving political satire is associated with increased political participation (Baumgartner & Lockerbie, 2018) and changes in attitudes towards political candidates (Baumgartner & Morris, 2006). Therefore, humor that pokes fun at political candidates and policies has the power to influence behaviors and opinions. This suggests that it is possible for humor that mocks sexism to also be persuasive.

At the same time, confrontational humor carries risk as a strategy for persuasion because it is often ambiguous in intention; using humor to confront prejudice may be interpreted negatively or positively depending on the audience. This is further complicated by individual attitudes towards social issues and one's interpretation of humor that conveys prejudicial attitudes or humor that attempts to subvert prejudicial attitudes. The current trend of calling out misogyny on TikTok through humor attempts to subvert sexist attitudes by calling attention to the male-dominated power structure. Humor that pokes fun at those in power (in this case men) is generally more socially acceptable than prejudicial humor that often pokes fun at those lower in power. However, observers' perceptions of this may depend on individual beliefs, particularly

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their beliefs about the degree to which systemic sexism exists in society (more on this below). Thus, the degree to which observers view a person's humor as prejudicial or subverting prejudice may influence their reaction to it.

As of yet, most research in this area has focused on the use of humor to express prejudicial attitudes and its effects on observers' attitudes. This research has demonstrated that the use of humor that conveys prejudice can increase prejudicial expressions (Saucier et al., 2018). Along these lines, individuals will sometimes use humor to express prejudice less overtly (Ford & Ferguson, 2004; Ford et al., 2015). In addition, humor can lower perceptions of prejudicial statements by targets and influence attitudes of observers. For example, among observers, exposure to sexist humor has been associated with increased acceptance of rape myths (Ryan & Kanjorski, 1998), higher tolerance for discrimination against women (Ford et al., 2001), and less support for women's organizations (Ford et al., 2008). Furthermore, when a target expresses prejudice through jokes, it diminishes observers' perception of the target's prejudice. For example, Mallet et al. (2016) found that humor decreased perceptions that the target was sexist as well as reduced women's intentions to confront the sexist comment.

However, recent research has begun to investigate humor that is intended to subvert sexist attitudes and has demonstrated that this form of humor can have positive effects like increasing support for social movements (Riquelme et al., 2021). In particular, this type of humor is often used to challenge instances of injustice by subverting higher powered groups. When it comes to sexism, feminists have a long history of using humor to challenge the patriarchy and subvert male superiority (Case & Lippard, 2009). The little research on this type of humor suggests that when individuals are exposed to humor that attempts to subvert sexist attitudes their intentions for future collective action against sexism as well as collective action behaviors

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increase (Riquelme et al., 2021). The research by Riquelme et al. (2021) suggests that humor may be used as a tool to persuade audiences by influencing them to seek to increase their behaviors in support of reducing sexism. While these findings seem promising, more research is necessary to understand the full implications of humor as a response to sexism.

Humor can take on many forms. Because humor intended to subvert sexist attitudes has only recently begun to be investigated, different forms of humor have not been examined. The current TikTok trend of interest uses humor that involves mockery and belittlement of the target through sarcastic remarks. Sarcasm has been identified as a type of irony that is defined by making statements or claims that are opposite of the individual's intention and express negative attitudes toward a person or group (Kreuz & Roberts, 1993). In these TikTok videos, content creators are targeting sexist individuals and their beliefs through sarcasm and humor. More generally, sarcasm elicits more entertainment value than serious messages (Ziegele & Jost, 2016) and can increase issue involvement (Anderson & Becker, 2018). The present study examined whether sarcasm, when used to subvert sexist attitudes, can persuade individuals' attitudes and behaviors related to sexism (compared with similar confrontations that do not include sarcastic humor).

When and for Whom will Humor be Effective

Although there is little research on the use of humor to confront prejudice, across various disciplines there is a long history of research examining the persuasive power of humor more generally. First, humor is associated with increases in the perceived credibility and likeability of a message source, which also increases the strength of a persuasive argument (Mettee, Hrelec & Wilkens, 1971). Furthermore, humor has been associated with increased belief in the validity of a source (Yeo et al., 2020). Thus, I proposed that the humorous confrontation will be associated

with persuasion (i.e., perceived persuasion, shifts in sexist attitudes and collective action intentions) via its effects on likeability and credibility of the source.

Humor can also increase positive mood which is associated with more agreeableness in targets of a persuasive message (Lyttle, 2001). A recent meta-analysis supports past findings of the effects of humor on persuasion as well as the relationship between humor and knowledge, attitudes, and behavioral intent (Walter et al., 2018). This suggests that humor may be an effective tool in changing sexist attitudes or encouraging individuals to adopt more gender egalitarian attitudes as well as influence behavioral intentions in support of gender equality (i.e., collective action intentions). At the same time, inconsistencies in past research on the effectiveness of humor in persuasion point to the importance of other factors that influence a persuasive message (Walter et al., 2018).

The elaboration likelihood model (Petty & Cacioppo, 1986) suggests that there are two routes to persuasion, and that individual and situational factors influence which route is taken. Overall, the model suggests that when motivation is low, an individual will engage in surface level processing through the peripheral route to judgements (relying on factors such as valence and source of the message). However, when investment in the topic is high, individuals will engage in more careful and thoughtful processing of the information through the central route to judgements. The presence or lack of strong beliefs about an issue (or issue involvement) may influence how information about that topic is processed such that individuals who have strong pre-existing attitudes may be more likely to engage in more careful processing whereas individuals who have weak or no pre-existing attitudes may be more likely to engage in more surface level processing (Fabrigar et al., 1998). Therefore, because humor increases agreeability and decreases careful message processing, thus making people more reliant on surface level cues

like perceived likeability and credibility of a source, humor may be more effective in persuasion when an individual has weak pre-existing attitudes or has little involvement in the issue.

Research on sarcasm specifically also emphasizes the importance of issue involvement. For example, exposure to sarcastic humor that belittles those who do not believe in climate change increases beliefs in climate change among individuals' who do not have strong pre-existing beliefs about the importance of climate change as an issue (Anderson & Becker, 2018). Additionally, the only study on the use of humor to subvert sexist attitudes demonstrates that it is stronger in influencing behaviors of individuals with weak feminist identity (Riquelme et al., 2021). Therefore, humor that involves sarcasm, as is used in the current TikTok trend, may be most persuasive among individuals with little personal involvement in the issue of sexism.

Furthermore, pre-existing attitudes may influence the effectiveness of humor on persuasion through their effects on perceived humorousness. For example, feminist identity and endorsement of hostile sexism predict perceived humorousness of sexist humor and humor that subverts sexism (Riquelme et al., 2021). Hostile sexism is associated with a preference for sexist humor, whereas feminist identity is associated with a preference for humor that attempts to subvert sexism or sexist attitudes (Riquelme et al., 2021). It is possible that this is a result of beliefs about the existence of sexism against women. Research on racist humor and humor that subverts racism and racist attitudes demonstrates that the tendency to perceive racism predicts reactions to racial humor (Miller et al., 2019). Specifically, individuals with a higher tendency to perceive racism and believe that it is wrong have more negative reactions to racist humor and more positive reactions to humor that subverts racism. A similar association may occur for sexist and sexism subverting humor. Recently, the belief that men are now more disadvantaged than women is rising in support (Zehnter et al., 2021) which may influence how humor confronting

sexism is interpreted. This may be especially true for the humor used on TikTok since it mocks and belittles a male target. Because sarcasm and humor that mocks a target by nature express negative attitudes, it is likely that individuals may interpret this type of humor differently. Individuals who believe that sexism towards women is still prevalent may be more likely to interpret this humor positively (because they perceive the humor to be targeting a higher powered group and view it as justified) and therefore find it more humorous. In contrast, individuals who believe that men are now more disadvantaged than women, may interpret this type of humor negatively (because they perceive it to be targeting a lower powered group and mean-spirited) and therefore not find it humorous. Among these individuals, the use of this type of humor may cause confrontations to be perceived as aggressive, which may negatively influence the persuasiveness of a sexism confrontation (Becker & Barreto, 2014). Also, as previously mentioned, women are more likely to support a woman confronting sexism when they believe that discrimination against women is pervasive (Garcia et al., 2010). If the woman confronting sexism is using humor that belittles a male target, this association may be even more important.

All the previous research mentioned suggests that pre-existing attitudes have the potential to influence how an individual interprets and responds to different types of content that confronts sexism, and specifically confrontations that involves humor. For these reasons, I proposed that belief in sexism towards women and issue involvement will moderate the relationship between humorous (versus serious) confrontations and persuasion (i.e., perceived persuasion, shifts in sexist attitudes and collective action intentions), through its effects on the mediators of humorousness, likeability, and credibility of the confronter.

The Present Research

Research demonstrates that humor can be a powerful tool to both justify and confront oppression (Saucier et al., 2018; Riquelme et al., 2021; Woodzicka at al., 2020). While we know that humor can be effective in persuasion more generally (Lyttle, 2001; Walter et al., 2018), it is unclear how effective it is in terms of influencing sexist attitudes. Additionally, of the little research that has been done on confronting sexism, neither the effectiveness of social media as a platform nor humor in persuading attitudes of observers has been investigated. Therefore, the present research attempts to clarify the effectiveness of humor in reducing sexist attitudes and mobilizing collective action intentions in a social media setting.

This leads to two research questions: How effective is the use of humor to confront sexism in changing sexist attitudes? Are there individual factors that may influence the relationship between humor and perceptions of confrontations and confronters? To test these questions, participants in the current study watched videos of a woman confronting a sexist man on TikTok. Half of the participants watched a woman who uses a more sarcastic attempt in her confrontation and half watched a woman who confronts the man with a less sarcastic response. Effectiveness of the confrontation was operationalized by the extent to which participants are persuaded by the woman confronting sexism through measures of persuasiveness on attitudes and a measure of outcomes of persuasion on behaviors (i.e., perceived persuasion, shifts in sexist attitudes and collective action intentions). To understand how humor that involves sarcasm and mockery influences perceptions of a confronter, participants also reported their evaluations of the confronter (e.g., likeability, credibility, hostility).

Based on previous research, I proposed six hypotheses. Because this study attempts to address two research questions, my hypotheses are grouped first by predictions about perceptions

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of the confronter (regardless of whether the observer is persuaded) and second by predictions about persuasion.

Hypotheses regarding perceptions of the confronter

Hypothesis 1 (H1). Female participants will report more positive (likeability and credibility) and less negative reactions (hostility) to the confronter than male participants regardless of confrontation condition.

Hypothesis 2 (H2). Female participants will have more positive evaluations of the sexism confrontation than male participants. Exploratory question: Will participant gender interact with confrontation style in evaluations of the confronter?

Hypothesis 3 (H3). Participants will rate the confronter in the more sarcastic condition (versus less sarcastic condition) as more likeable, credible, and humorous.

Hypothesis 4 (H4). Participants will rate the target sexist man as more sexist in the humor condition (versus non-humor condition). Exploratory question: How does confrontation style influence participants' ratings of the target sexist man's credibility?

Hypotheses regarding persuasion

Hypothesis 5 (H5). Observers will be more persuaded by a more sarcastic (versus less sarcastic) confronter of sexism; but this relationship will be moderated by two things: participants' pre-existing attitudes regarding sexism and their belief in sexism. Specifically, I expect that the effect of humor on persuasion will be stronger for those with weak involvement in the issue of sexism (H5a) and stronger for those that believe that women are still the primary target of sexism (measured by the Belief in Sexism Shift Scale) (H5b). I also will investigate

gender as an exploratory moderator because it is possible that the effect of humor on persuasion will be stronger for women compared to men.

Hypothesis 6 (H6). The above moderated relationships between confrontation style and persuasion will be mediated by the perceived humorousness, credibility, and likeability of the confronter. The models for hypotheses 5 and 6 are specified below.
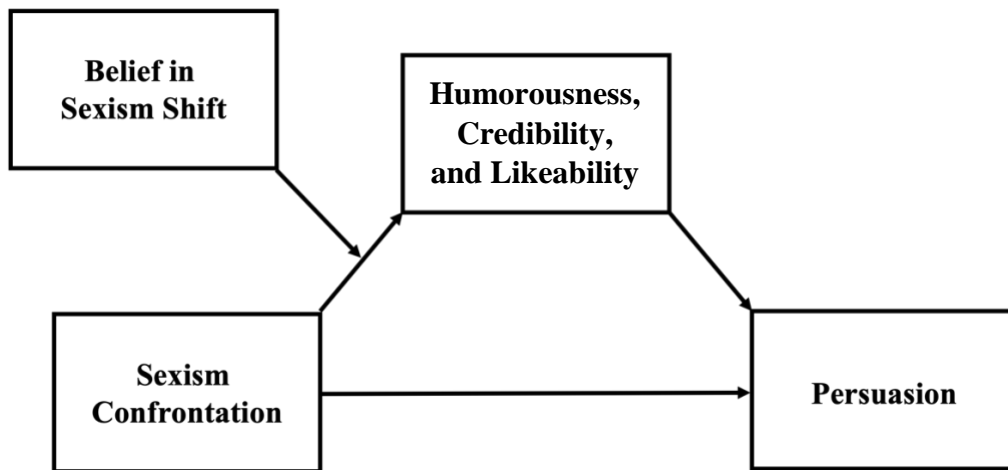
Figure 1. *Mediation model moderated by belief in sexism shift.*
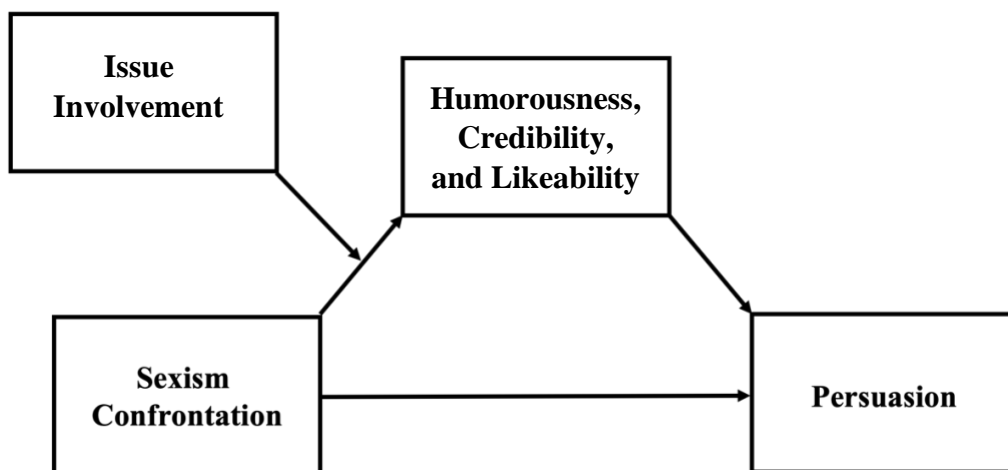
Figure 2. *Mediation model moderated by issue involvement.*
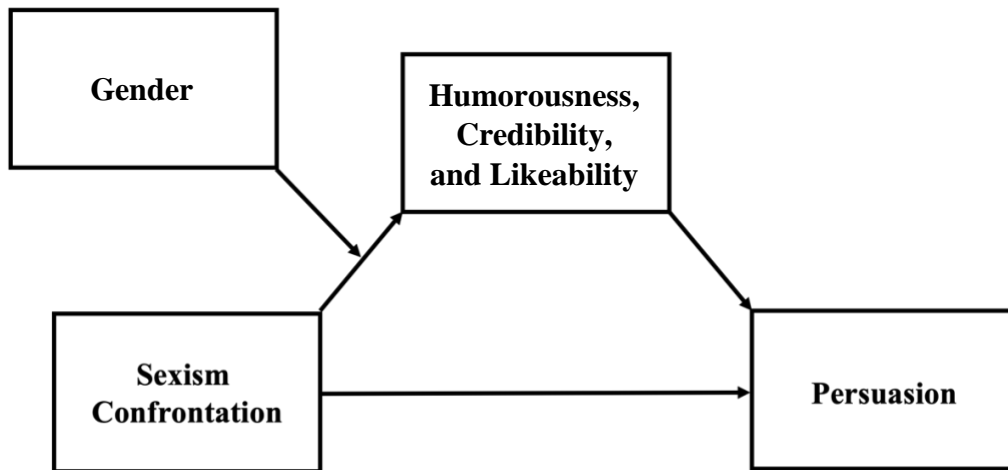
Figure 3. *Mediation model moderated by gender.*

CHAPTER 2: METHODS

Design

Participants in this study watched a TikTok video of a man saying something sexist, followed by a response TikTok video of a woman who confronts the sexist comment with either a humorous (particularly sarcastic) response or a serious response. The current study is a 2 (participant gender) x 2 (confrontation style) between-subjects factorial design, with strength of issue involvement and belief in sexism shift measured as continuous variables. Participants were randomly assigned to one of two conditions. Confrontation style was manipulated by having a woman who confronts sexism either using a more sarcasm in her response (compared to less sarcasm in her response) in order to make comparisons across confrontation styles and assess the persuasiveness and perceptions of a confronter who uses humor.

Participants and Procedure

For the mediation analyses (the analysis requiring the largest sample size), a Monte Carlo power analysis with a minimum of 80% power for each effect, 10000 replications, 20000 draws per rep, looking for small-medium effect sizes ($r = 0.3$ correlations between variables) suggested a sample size of 350 to be sufficient to have 86% power. However, to account for the increased power necessary for the moderation analyses as well as participants not completing all parts of the survey, failing the attention checks, etc., 501 participants were collected via Prolific. Seven participants were dropped for not completing the survey or failing attention checks and two participants were dropped for surpassing the maximum age of 35, resulting in a final sample of

492 participants. Participant age was restricted to individuals between the age of 18 to 35 years because the percent of individuals who use TikTok declines after age 35 (Pew Research Center, 2021). Of these participants, 248 (50.2%) identified as a woman, 245 (49.6%) identified as a man, and 1 (.2%) identified as non-binary). 299 (60.5%) participants were White, 67 (13.6%) participants were Asian, Asian American or Pacific Islander, 57 (11.5%) participants were Black/African American, Caribbean, 43 (8.7%) participants were Hispanic/Latino(a), 21 (4.3%) of participants were Bi-Racial, 1 (.2%) participant was Arabic/Middle Eastern, 2 (.4%) participants were Native American, and 4 (.8%) of participants reported their race as "Other". The mean age for the sample was 29 years with an age range from 18 to 35 years of age.

First, participants filled out two measures (Belief in Sexism Shift and Issue Involvement) to assess pre-existing attitudes prior to the experimental manipulation. Then, participants were randomly assigned to watch a TikTok video of a woman who confronts sexist comments with either a more sarcastic or a less sarcastic response. Across both conditions, the script was the same, except that in the more sarcastic condition, there were additional sarcastic jokes dispersed throughout the confrontation (see Appendix A for scripts). Finally, participants completed measures assessing perceptions of the confronter and sexist man and persuasion as well as completed a demographic questionnaire.

Measured Variables

Belief in sexism shift and issue involvement

Participants completed the Belief in Sexism Shift scale (Zehnter et al., 2021), which measures endorsement of the idea that there has been a shift in sexism, where men now are more disadvantaged than women ($\alpha = .96$). Example items from this scale include, "If anything, men

are more discriminated against than women these days" and "In the US, discrimination against men is on the rise". To assess participants involvement with the issue of sexism participants responded to a seven-item semantic differential scale by Lee and Cho (2022) anchored by important/unimportant, relevant/irrelevant, means a lot to me/means nothing, involving/uninvolving, personal/impersonal, consequential/inconsequential, and significant/insignificant (α = .98).

Perceptions of the confronter

Participants responded to four measures that assessed their perceptions of the confronter (humorousness, credibility, likeability, evaluations of the confronter's response, and negative reactions). Humorousness was measured using a scale from Yeo et al. (2020) by asking participants to rate their perceptions of the confronter as humorous, funny, amusing, and sarcastic on a 7-point Likert scale (1=Not Humorous/Funny/Amusing/Sarcastic) (α = .81).

Credibility of the confronter was measured with a four-item differential scale modified from a 7-item scale (Nabi & Byrne, 2007), anchored by untrustworthy/trustworthy, not credible/credible, unqualified/qualified, and uninformed/informed (α = .98).

Likeability was measured by having participants indicate their level of agreement on a 7-point scale with the following statements: "This person seems…"(1)"friendly", (2) "likeable", (3) "warm", and (4)"approachable" (Yeo et al., 2020). (α = .98).

Negative reactions toward the confronter were measured by how much hostility participants felt toward them. Hostility was assessed using a scale from Becker and Barreto (2014) by asking participants how strongly they felt anger, hostility, contempt, and disgust toward the confronter (α = .94).

Evaluation of the confronter's response was measured using a scale from Garcia et al. (2010) that asked participants to rate on a 7-point Likert scale how appropriate the target's response was, how effective her response was for achieving her personal goals, how assertive her response was, and how harmful her response was for other women ($\alpha = .85$).

Perceptions of the sexist man

Credibility of the target man was measured using the same scale as used for the credibility of the confronter which was a four-item differential scale modified from a 7-item scale (Nabi & Byrne, 2007), anchored by untrustworthy/trustworthy, not credible/credible, unqualified/qualified, and uninformed/informed ($\alpha = .98$).

Perceptions of how sexist the target man was measured with a single item that asked participants to rate on a scale of 1 to 7 how sexist the man was.

Persuasion

Participants completed measures that assessed three aspects of persuasion: (perceived persuasiveness of response, persuasion on sexist attitudes, and persuasion on behavior. Perceived persuasiveness was measured with a four-item differential scale create by Lee (2010), anchored by very weak/very strong, not very convincing/very convincing, not very powerful/very powerful, and not very persuasive/very persuasive ($\alpha = .98$).

Persuasion on sexist attitudes was measured by the 12-item shortened version of the Ambivalent Sexism Inventory created by Lee et al. (2010) ($\alpha = .90$). This 12-item questionnaire assesses how much an individual endorses benevolent and hostile sexism (e.g., "Women exaggerate problems they have at work.") using a 6-point Likert-type scale (1=Disagree strongly, 6=Strongly agree).

Persuasion on behavior was assessed by four items by Kosakowska-Berezecka et al.

(2020) that measure collective action intentions related to gender equality ($\alpha = .88$). Participants

rated their intention to engage in activities related to gender equality (e.g., "sign a petition") on a

seven-point scale (1=Not at all likely, 7=Very likely).

Demographics

Participants filled out a standard demographics questionnaire where they reported their

gender, race/ethnicity, sexual orientation, and age.

CHAPTER 3: RESULTS

Following an initial examination of the effectiveness of the humor manipulation, I first examined perceptions of the confronter, then perceptions of the sexist man, and finally I reviewed the results related to persuasiveness of the confronter's response.

Effectiveness of Experimental Manipulation

To test the effectiveness of the experimental manipulation of humor, I conducted a MANOVA (as part of my third hypothesis to compare humor ratings across conditions) with confrontation condition as the independent variable and likeability, credibility and humorousness of the confronter as the dependent variables. The woman in the more sarcastic condition was rated as significantly more humorous ($M = 3.87$, $SE = 0.09$) than the woman in the less sarcastic condition ($M = 2.86$, $SE = 0.09$), $F(1,491) = 60.38$, p<.001, $\eta_p^2 = .11$, demonstrating that the experimental manipulation of humor was successful.

Perceptions of the Confronter and Confrontation

My first hypothesis concerned differences in perceptions of the confronter across participant gender.

H1. Female participants will report more favorable (i.e. likeable, humorous, credible) and less negative perceptions (i.e. hostility) of the confronter than male participants.

To compare differences between men's and women's ratings of the female confronter of sexism a multivariate analysis of variance (MANOVA) was run. Women reported higher ratings

of likeability of the confronter ($M = 5.04$, $SE = 0.11$) than men ($M = 3.82$, $SE = 0.11$), $F(1,490) =$ 63.56, $p < .001$, $\eta_p^2 = .12$. Women reported higher ratings of credibility of the confronter ($M = 5.65$, $SE = 0.11$) than men ($M = 4.54$, $SE = 0.11$), $F(1,490) = 51.53$, $p < .001$, $\eta_p^2 = .10$. Women also reported lower ratings of hostility toward the confronter ($M = 1.95$, $SE = 0.10$) than men ($M = 2.45$, $SE = 0.10$), $F(1,490) = 11.66$, $p < .001$, $\eta_p^2 = .02$. There were not significant differences in the ratings of the humorousness of the confronter between women ($M = 3.43$, $SE = 0.09$) and men ($M = 3.30$, $SE = 0.09$), $F(1,490) = 1.08$, $p = 0.30$. Testing the exploratory hypotheses of whether there was an interaction between gender and condition on outcomes, I did not find a significant interaction between participant gender and condition on outcomes for hostility, credibility, or likeability ratings. However, there was a significant interaction between condition and gender on ratings of the humorousness of the confronter, $F(1,490) = 5.66$, $p = 0.02$, $\eta_p^2 = .01$. Bonferroni post hoc tests were conducted to compare mean differences. These tests revealed that there was a larger difference in the ratings of the humorousness of the confronter across conditions among women (Less sarcastic $M = 2.77$, $SE = 0.13$; More sarcastic $M = 4.09$, $SE = 0.12$) than men (Less sarcastic $M = 2.95$, $SE = 0.13$; More sarcastic M=3.65, SE=.13). These findings support the hypothesis and past research that indicates that women may have more positive perceptions than men of a woman who confronts sexism.

My second hypothesis (H2) was that female participants would have more positive evaluations of the sexism confrontation than male participants. I also examined whether participant gender interacts with confrontation style in evaluations of the confrontation, as an exploratory question.

To test differences in evaluations of the sexism confrontation across condition and gender, I ran an ANOVA with gender as the independent variable and evaluations of the

confronter's response as the dependent variable. Supporting Hypothesis 2, the analysis revealed that women in the sample reported more positive evaluations of the confronter's response (M=4.53, SE=.05) than men (M=4.17, SE=.05), $F(1,491) = 29.35$, $p < .001$, $\eta_p^2 = .06$. Regarding the exploratory hypothesis of a possible interaction between participant gender and condition on ratings of evaluations of the confronter's response, I found that the relationship did not reach the traditional cutoff for significance testing and therefore post hoc tests were not evaluated, $F(1,491) = 3.16$, $p = 0.085$.

The final hypothesis regarding perceptions of the confronter's response was that participants would rate confronters in the more sarcastic condition (versus the less sarcastic version) as more likeable, credible, and humorous. To compare differences between conditions on participants ratings of the likeability, credibility, and humorousness of the confronter, I ran a multivariate analysis of variance (MANOVA). There were no significant differences in the likeability of the confronter across conditions (Less sarcastic $M = 4.48$, $SE = 0.11$; More sarcastic $M = 4.38$, $SE = 0.11$), $F(1,491) = 0.58$, $p = 0.45$. There were also no significant differences in the credibility of the confronter across conditions (Less sarcastic $M = 5.23$, $SE = 0.11$; More sarcastic $M = 4.96$, $SE = 0.11$), $F(1,491) = 2.89$, $p = 0.09$. Thus, there is no evidence that the use of humor (specifically sarcastic and mocking humor) negatively or positively influenced the likeability or credibility of the confronter more than the less sarcastic response. However, as previously mentioned, there was a significant difference in ratings of humorousness of the confronter, in which the woman in the more sarcastic condition was rated as more humorous than the woman in the less sarcastic condition.

Perceptions of the Sexist Man

I hypothesized (H4) that participants would rate the target sexist man as more sexist in the more sarcastic condition (versus less sarcastic condition). As an exploratory question I also examined how confrontation style influenced participants' ratings of the target sexist man's credibility.

To compare differences between conditions on ratings of how sexist participants rated the man and ratings of the credibility of the man, I conducted two tailed independent samples t-tests. There were no significant differences in ratings of how sexist participants rated the man in the more sarcastic condition ($M = 5.57$, $SD = 1.79$) and the less sarcastic condition ($M = 5.36$, $SD = 1.80$), $t(1,490) = -1.28$, $p = 0.20$. The high means across conditions suggest a possible ceiling effect such that participants found the man very sexist across conditions. There also were no significant differences in credibility ratings of the man in the more sarcastic condition ($M=2.59$, $SD=1.76$) and the less sarcastic condition ($M=2.81$, $SD=1.70$), $t(1,490) = 1.32$, $p=.19$, with the mean across conditions falling below the midpoint of the scale. However, exploratory analyses revealed a significant moderated mediation where issue involvement, belief in sexism shift, and gender moderated the relationship between perceptions of the humorousness of the confronter across conditions, which then mediated ratings of the credibility of the sexist man. While exploratory, these results suggest that individuals high in issue involvement, low in belief in sexism shift and women were more likely to find the use of sarcastic humor as humorous, and thus were less likely to find the sexist man credible (See Tables 12-15).

Persuasiveness of the Confronter's Response

The primary predictions for persuasiveness of the confronter's response were that the woman's sarcastic response to sexism would be differentially effective depending on participants' pre-existing attitudes and would be mediated by perceptions of the confronter. Specifically, I predicted that (H5): Observers will be more persuaded by a more sarcastic (versus less sarcastic) confronter of sexism; but this relationship will be moderated by two things: participants' pre-existing attitudes regarding sexism and their belief in sexism. I expected that the effect of humor on persuasion will be stronger for those with low issue involvement (H5a) and stronger for those that believe that women are still the primary target of sexism (measured by the Belief in Sexism Shift Scale) (H5b). I also investigated gender as an exploratory moderator because it is possible that the effect of humor on persuasion will be stronger for women compared to men.

Hypothesis 6 (H6). The above moderated relationships between confrontation style and persuasion will be mediated by the perceived humorousness, credibility, and likeability of the confronter. The models for hypotheses 5 and 6 are specified below.

As the analyses will show, most of the moderated mediation model results did not uncover significant effects on persuasion outcome measures, with the exception of the ambivalent sexism measure as the outcome.

Analysis of moderated mediation was conducted using the PROCESS macro developed by Hayes (Hayes, 2012) to test three moderated mediation models. In the analyses, condition (high versus low sarcasm) served as the independent variable, humorousness, likeability, and credibility of the confronter were simultaneous mediators and scores on persuasion outcomes

served as the outcome for each of the three models (perceived persuasiveness of the confronter, collective action intentions, and scores on the ASI). Three different variables served as potential moderators of this relationship: issue involvement, belief in sexism shift, and gender. If significant, the moderated mediation analyses would indicate that the effect of condition on persuasion outcomes varied as a function of how involved in the issue of sexism participants were, belief in sexism shift, and gender, and that this effect was mediated by humorousness, likeability, and credibility of the confronter of sexism. The statistical significance of the indirect effects was estimated using 10,000 bootstrapped samples and a 95% CI.

For the first two persuasion outcome variables (perceived persuasiveness of the confronter and collective action intentions), the bootstrapped analyses did not reveal a statistically significant indirect effect of the moderated mediation model with any of the three moderators because each of the 95% CIs included zero (See Tables 4-10 for results). For the third persuasion outcome of scores on the shortened Ambivalent Sexism Inventory (ASI), the bootstrapped analysis revealed statistically significant indirect effects for the moderated mediation analyses for each of the three proposed moderators (Issue Involvement, Belief in Sexism Shift, Gender).

Issue involvement

First, I will review the model that included issue involvement as the moderator, likeability, credibility and humorousness of the confronter as simultaneous mediators, and scores on the ASI as the outcome variable. The bootstrapped analysis did not reveal a statistically significant indirect effect of moderated mediation with likeability of the confronter or credibility of the confronter as a mediator. However, when considering humorousness of the confronter as a mediator, the bootstrapped analysis revealed a significant indirect effect of moderated mediation

(β = .033; 95% CI = .010 – .063). The effect of condition on humorousness of the confronter was significant (β = 1.003; 95% CI = .751 - 1.255) as well as the interaction between issue involvement and condition on humorousness of the confronter (β = .325; 95% CI = .156 - .494), suggesting that issue involvement moderated the relationship between condition and humorousness of the confronter. The nature of the moderated effect indicated that the relationship between condition (manipulation of sarcastic humor) and perceptions of humorousness of the confronter was less positive for persons who were at the 16th percentile for issue involvement in the issue of sexism (found the issue less important and relevant) (β = .562; 95% CI = .222 - .903), as compared to persons who were at the 50th percentile for issue involvement in the issue of sexism (β = 1.073; 95% CI = .819 – 1.327); and those who were at the 84th percentile (β = 1.539; 95% CI = 1.163 – 1.913). Further, since the beta coefficient for the 16th percentile group was outside that for the group that was at the 84th percentile, these two coefficients were significantly different from one another. For individuals who found the issue of sexism less important and personally relevant, there were smaller differences in the humorousness ratings of the women in the more sarcastic condition and the less sarcastic condition than for individuals who find the issue of sexism more important and personally relevant. This suggests that among individuals for whom sexism is an important issue, the sarcastic humor used by the woman in the more sarcastic condition may be interpreted as more humorous.

The nature of the mediated effect revealed that the more sarcastic condition (compared to the less sarcastic condition) was associated with higher ratings of the humorousness of the confronter's response (β = 1.003; 95% CI = .751 - 1.255) and that higher ratings of the humorousness of the confronter's response were associated with higher scores on the ASI (β =

.102; 95% CI = .045 - .159). The direct effect of condition on ASI scores remains statistically significant when the mediator was considered and indicated that the more sarcastic condition was associated with lower scores on the ASI (β = -.240; 95% CI = -.405 – -.074). This pattern of results is inconsistent with my hypothesis because the increased humorousness ratings in the more sarcastic condition were associated with increased scores on the ASI and this effect was stronger for individuals who are more involved in the issue of sexism. These results suggest that the type of humor used (sarcastic and mocking) may have a detrimental impact among individuals who find the issue of sexism very personally relevant by increasing sexist attitudes.

Belief in sexism shift

Next, I will review the model that included Belief in Sexism Shift (BSS) as the moderator, likeability, credibility and humorousness of the confronter as simultaneous mediators, and scores on the ASI as the outcome variable. The bootstrapped analysis did not reveal a statistically significant indirect effect of moderated mediation with likeability of the confronter or credibility of the confronter as a mediator. However, when considering humorousness of the confronter as a mediator, the bootstrapped analysis revealed a significant indirect effect of moderated mediation (β = -.043; 95% CI = -.079 – -.014). The effect of condition on humorousness of the confronter was significant (β = 1.003; 95% CI = .751 - 1.255) as well as the interaction between BSS and condition on humorousness of the confronter (β = -.415; 95% CI = -.591 – -.240), suggesting that issue involvement moderated the relationship between condition and humorousness of the confronter. The nature of the moderated effect indicated that the relationship between condition (manipulation of sarcastic humor) and perceptions of humorousness of the confronter was more positive for persons who were at the 16th percentile for BSS (individuals who do not believe sexism has shifted) (β = 1.613; 95% CI = 1.257 – 1.91),

as compared to persons who were at the 50th percentile for belief in sexism shift (β = 1.171; 95% CI = .913 – 1.428); and those who were at the 84th percentile (β = .364; 95% CI = -.004 - .733). Further, since the beta coefficient for the 16th percentile group was outside that for the group that was at the 84th percentile, these two coefficients were significantly different from one another. For individuals who believe that sexism has shifted (that men are now the primary target of sexism), there were smaller differences in the humorousness ratings of the women in the more sarcastic condition and the less sarcastic condition than for individuals who do not believe sexism has shifted. Also, because the confidence interval for those who scored within the 84th percentile for belief in sexism shift includes zero, there were not significant differences in the humorousness ratings across conditions among those individuals. This suggests that individuals' beliefs about whether or not women are still the primary target of sexism may also influence how individuals perceive the sarcastic humor used by the woman in the more sarcastic condition.

The nature of the mediated effect revealed that the more sarcastic condition (compared to the less sarcastic condition) was associated with higher ratings of the humorousness of the confronter's response (β = 1.011; 95% CI = .762 - 1.259) and that higher ratings of the humorousness of the confronter's response were associated with higher scores on the ASI (β = .102; 95% CI = .045 - .159). However, this effect did not remain statistically significant among individuals who scored high in Belief in Sexism Shift, meaning that humorousness of the confronter did not mediate the relationship between condition and scores on the ASI for those individuals. The direct effect of condition on ASI scores remains statistically significant when the mediator was considered and indicated that the more sarcastic condition was associated with lower scores on the ASI (β = -.235; 95% CI = -.401 – -.068). This pattern of results is inconsistent with my hypothesis because the increased humorousness ratings in the more

sarcastic condition were associated with increased scores on the ASI and this effect was stronger for individuals who are less likely to believe that sexism has shifted. These results suggest that the type of humor used (sarcastic and mocking) may have a detrimental impact among individuals who are more likely to believe women are the primary target of sexism by increasing sexist attitudes.

Binary gender

Next, I will review the model that included binary gender (men versus women) as the moderator, likeability, credibility and humorousness of the confronter as simultaneous mediators, and scores on the ASI as the outcome variable. The bootstrapped analysis did not reveal a statistically significant indirect effect of moderated mediation with likeability of the confronter or credibility of the confronter as a mediator. However, when considering humorousness of the confronter as a mediator, the bootstrapped analysis revealed a significant indirect effect of moderated mediation ($\beta = .063$; 95% CI $= .009 - .140$). The interaction between gender and condition on humorousness of the confronter was significant ($\beta = .616$; 95% CI $= .107 - 1.125$), suggesting that gender moderated the relationship between condition and humorousness of the confronter. The nature of the moderated effect indicated that the relationship between condition (manipulation of sarcastic humor) and perceptions of humorousness of the confronter was more positive for women ($\beta = 1.314$; 95% CI $= .955 - 1.673$), as compared to men ($\beta = .698$; 95% CI $= .337 - 1.059$). Further, since the beta coefficient for women was outside of the confidence interval for men, these two coefficients were significantly different from one another. For men, there were smaller differences in the humorousness ratings of the women in the more sarcastic condition and the less sarcastic condition than for women.

The nature of the mediated effect revealed that the more sarcastic condition (compared to the less sarcastic condition) was not significantly associated with higher ratings of the humorousness of the confronter's response ($\beta = .082$; 95% CI = $-.724 - .887$) but that higher ratings of the humorousness of the confronter's response were associated with higher scores on the ASI ($\beta = .101$; 95% CI = $.045 - .158$). The direct effect of condition on ASI scores remains statistically significant when the mediator was considered and indicated that the more sarcastic condition was associated with lower scores on the ASI ($\beta = -.243$; 95% CI = $-.409 - -.077$). This pattern of results is inconsistent with my hypothesis because the increased humorousness ratings were associated with increased scores on the ASI and this effect was stronger for women than for men. These results suggest that the type of humor used (sarcastic and mocking) may have a detrimental impact among women by increasing sexist attitudes.

Each of these moderators points to the importance of individual factors that influence humor interpretation and in turn, how this influences sexist attitudes. Because the only significant mediator within my proposed models was humorousness of the confronter, I re-ran the moderated mediation analyses with it as the only mediator in the model to investigate the relationship further. The bootstrapped analysis did not reveal a statistically significant indirect effect of moderated mediation, suggesting that likeability and credibility of the confronter are necessary covariates for the moderated mediated relationships.

Credibility as a mediator

While the full moderated mediation models that included credibility of the confronter as a mediator were not significant, credibility of the confronter consistently mediated the relationship between condition and persuasion outcomes (Tables 1 to 12). In all models except those that included gender as the moderator, the less sarcastic condition was associated with higher ratings

of the credibility of the confronter and credibility of the confronter was associated with decreased ASI scores, increased perceived persuasiveness, and increased collective actions intentions. This suggests that credibility may partially mediate the relationship between condition and persuasion outcomes. However, when I removed the moderators from the model, credibility did not significantly mediate the relationship between condition and persuasion outcomes.

Exploratory analyses

Based on the results of credibility as a mediator, the necessity to include likeability and credibility of the confronter in the moderated mediation model, and the absence of significant differences in the ratings of likeability and credibility of the confronter across conditions (H3), I decided to run exploratory analyses to explore the relationship between condition and likeability and credibility of the confronter. It is possible that I did not find significant differences in likeability and credibility across conditions because perceptions of these variables are dependent on how humorous individuals find the confronter. The results of the moderated mediation models demonstrated the importance of moderating variables in perceptions of the humorousness of the confronter's response. For these reasons, I ran moderated mediation models with likeability and credibility of the confronter as outcomes variables. In the analyses, condition (high versus low sarcasm) served as the independent variable, humorousness of the confronter was the mediator, and ratings of the likeability and credibility of the confronter were the outcome variables. Further, I ran analyses with each of the previous significant moderators to perceptions of the humorousness of the confronter (issue involvement, belief in sexism shift, and gender). All of the models of moderated mediation were significant because none of the 95% confidence intervals include zero.

First, I will review the models that included issue involvement as the moderator. The bootstrapped analysis revealed a statistically significant indirect effect of moderated mediation with humorousness of the confronter as the mediator and likeability of the confronter as the outcome variable (β = .124; 95% CI = .053 – .210). As in the previous models with issue involvement, the interaction between issue involvement and condition on humorousness of the confronter was significant (β = .325; 95% CI = .156 – .494), suggesting that issue involvement moderated the relationship between condition and humorousness of the confronter (see previous section on issue involvement for more details). As mentioned previously, for individuals who found the issue of sexism less important and personally relevant, there were smaller differences in the humorousness ratings of the women in the more sarcastic condition and the less sarcastic condition than for individuals who find the issue of sexism more important and personally relevant. The nature of the mediated effect revealed that the more sarcastic condition (compared to the less sarcastic condition) was associated with higher ratings of the humorousness of the confronter's response (β = 1.003; 95% CI = .751 - 1.255) and that higher ratings of the humorousness of the confronter's response were associated with increased ratings of the likeability of the confronter (β = .381; 95% CI = .276 - .487). The direct effect of condition on likeability ratings remains statistically significant when the mediator was considered and indicated that the more sarcastic condition was associated with lower likeability ratings (β = -.424; 95% CI = -.745 – -.103). These results suggest that likeability ratings of the confronter are partially mediated by humor and that this effect is dependent on individuals' level of issue involvement. Individuals who found the issue of sexism more personally relevant and important were more likely to find the woman in the more sarcastic condition humorous and in turn, were

more likely to find her likeable compared to individuals who score low on issue involvement for sexism.

When considering credibility of the confronter as the outcome variable for the same model, bootstrapped analysis revealed a statistically significant indirect effect of moderated mediation with humorousness of the confronter as the mediator and credibility of the confronter as the outcome variable ($\beta = .098$; 95% CI = .041 – .170). Again, as in the previous models with issue involvement, the interaction between issue involvement and condition on humorousness of the confronter was significant ($\beta = .325$; 95% CI = .156 – .494), suggesting that issue involvement moderated the relationship between condition and humorousness of the confronter (see previous section on issue involvement for more details). The nature of the mediated effect revealed that the more sarcastic condition (compared to the less sarcastic condition) was associated with higher ratings of the humorousness of the confronter's response ($\beta = 1.003$; 95% CI = .751 - 1.255) and that higher ratings of the humorousness of the confronter's response were associated with increased ratings of the credibility of the confronter ($\beta = .301$; 95% CI = .193 - .409). The direct effect of condition on likeability ratings remains statistically significant when the mediator was considered and indicated that the more sarcastic condition was associated with lower credibility ratings ($\beta = -.490$; 95% CI = -.818 – -.163). These results suggest that credibility ratings of the confronter are partially mediated by humor and that this effect is dependent on individuals' level of issue involvement. Again, individuals who found the issue of sexism more personally relevant and important were more likely to find the woman in the more sarcastic condition humorous and in turn, were more likely to find her likeable compared to individuals who score low on issue involvement for sexism.

Next, I will review the models that included belief in sexism shift as the moderator. The bootstrapped analysis revealed a statistically significant indirect effect of moderated mediation with humorousness of the confronter as the mediator and likeability of the confronter as the outcome variable (β = -.157; 95% CI = -.249 – -.080). As in the previous models with belief in sexism shift as a moderator, the interaction between BSS and condition on humorousness of the confronter (β = -.415; 95% CI = -.591 – -.240), suggesting that issue involvement moderated the relationship between condition and humorousness of the confronter (see previous section on belief in sexism shift for more details). Again, for individuals who believe that sexism has shifted (that men are now the primary target of sexism), there were smaller differences in the humorousness ratings of the women in the more sarcastic condition and the less sarcastic condition than for individuals who do not believe sexism has shifted. The nature of the mediated effect revealed that the more sarcastic condition (compared to the less sarcastic condition) was associated with higher ratings of the humorousness of the confronter's response (β = 1.011; 95% CI = .762 - 1.259) and that higher ratings of the humorousness of the confronter's response were associated with higher ratings of the likeability of the confronter (β = .381; 95% CI = .276 - .487). However, this effect did not remain statistically significant among individuals who scored high in Belief in Sexism Shift, meaning that humorousness of the confronter did not mediate the relationship between condition and likeability of the confronter for those individuals. The direct effect of condition on likeability of the confronter remains statistically significant when the mediator was considered and indicated that the more sarcastic condition was associated with lower ratings of the likeability of the confronter (β = -.424; 95% CI = -.745 – -.103). These results suggest that likeability ratings of the confronter are partially mediated by humor and that this effect is dependent on individuals' belief in the idea the sexism has shifted. Individuals who

did not endorse the belief that sexism has shifted (women are still the primary target of sexism) were more likely to find the woman in the more sarcastic condition humorous and in turn, were more likely to find her likeable compared to individuals who strongly endorse the belief that sexism has shifted (men are now the primary target of sexism).

When considering credibility of the confronter as the outcome variable in the same model, bootstrapped analysis revealed a statistically significant indirect effect of moderated mediation with humorousness of the confronter as the mediator and credibility of the confronter as the outcome variable (β = -.125; 95% CI = -.207 – -.058). Again, the interaction between BSS and condition on humorousness of the confronter (β = -.415; 95% CI = -.591 – -.240), suggesting that issue involvement moderated the relationship between condition and humorousness of the confronter (see previous section on belief in sexism shift for more details). The nature of the mediated effect revealed that the more sarcastic condition (compared to the less sarcastic condition) was associated with higher ratings of the humorousness of the confronter's response (β = 1.011; 95% CI = .762 - 1.259) and that higher ratings of the humorousness of the confronter's response were associated with higher ratings of the credibility of the confronter (β = .301; 95% CI = .194 - .409). However, this effect did not remain statistically significant among individuals who scored high in Belief in Sexism Shift, meaning that humorousness of the confronter did not mediate the relationship between condition and credibility of the confronter for those individuals. The direct effect of condition on credibility of the confronter remains statistically significant when the mediator was considered and indicated that the more sarcastic condition was associated with lower ratings of the credibility of the confronter (β = -.490; 95% CI = -.818 – -.163). These results suggest that credibility ratings of the confronter are partially mediated by humor and that this effect is dependent on individuals' belief in the idea the sexism

has shifted. Individuals who did not endorse the belief that sexism has shifted (women are still the primary target of sexism) were more likely to find the woman in the more sarcastic condition humorous and thus, were more likely to find her credible compared to individuals who strongly endorse the belief that sexism has shifted (men are now the primary target of sexism).

Lastly, I will review the models that included gender as the moderator. The bootstrapped analysis revealed a statistically significant indirect effect of moderated mediation with humorousness of the confronter as the mediator and likeability of the confronter as the outcome variable (β = .235; 95% CI = .043 – -.463). As in the previous models with belief in sexism shift as a moderator, the interaction between gender and condition on humorousness of the confronter was significant (β = .616; 95% CI = .107 – 1.125), suggesting that gender moderated the relationship between condition and humorousness of the confronter (see previous section on gender for more details). As stated previously, for men, there were smaller differences in the humorousness ratings of the women in the more sarcastic condition and the less sarcastic condition than for women. The nature of the mediated effect revealed that the more sarcastic condition (compared to the less sarcastic condition) was not significantly associated with higher ratings of the humorousness of the confronter's response (β = .082; 95% CI = -.724 – .887) but that higher ratings of the humorousness of the confronter's response were associated with higher ratings of the likeability of the confronter (β = .382; 95% CI = .276 - .487). The direct effect of condition on likeability of the confronter remains statistically significant when the mediator was considered and indicated that the more sarcastic condition was associated with lower ratings of the likeability of the confronter (β = -.423; 95% CI = -.745 – -.102). These results suggest that likeability ratings of the confronter are partially mediated by humor and that this effect is

dependent on gender. Women were more likely to find the woman in the more sarcastic condition humorous and in turn, were more likely to find her likeable compared men.

When considering credibility of the confronter as the outcome variable in the same model, bootstrapped analysis revealed a statistically significant indirect effect of moderated mediation with humorousness of the confronter as the mediator and credibility of the confronter as the outcome variable (β = .186; 95% CI = .032 – .387). Again, the interaction between gender and condition on humorousness of the confronter was significant (β = .616; 95% CI = .107 – 1.125), suggesting that gender moderated the relationship between condition and humorousness of the confronter (see previous section on gender for more details). The nature of the mediated effect revealed that the more sarcastic condition (compared to the less sarcastic condition) was not significantly associated with higher ratings of the humorousness of the confronter's response (β = .082; 95% CI = -.724 – .887) but that higher ratings of the humorousness of the confronter's response were associated with higher ratings of the credibility of the confronter (β = .301; 95% CI = .193 – .409). The direct effect of condition on likeability of the confronter remains statistically significant when the mediator was considered and indicated that the more sarcastic condition was associated with lower ratings of the credibility of the confronter (β = -.494; 95% CI = -.823 – -.166). These results suggest that credibility ratings of the confronter are partially mediated by humor and that this effect is dependent on gender. Women were more likely to find the woman in the more sarcastic condition humorous and in turn, were more likely to find her credible compared men.

All of these models, though exploratory, suggest that issue involvement, belief in sexism shift, and gender may play an important role in perceptions of the humorousness of the confronter and thus perceptions of her likeability and credibility.
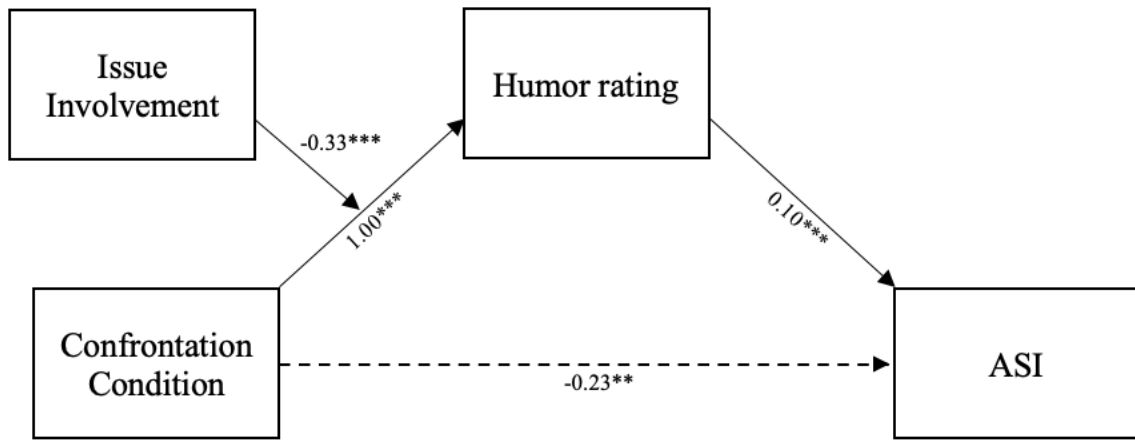
Figure 4. *Moderated Mediation Analyses Examining Issue Involvement and Humorousness of the Confronter*
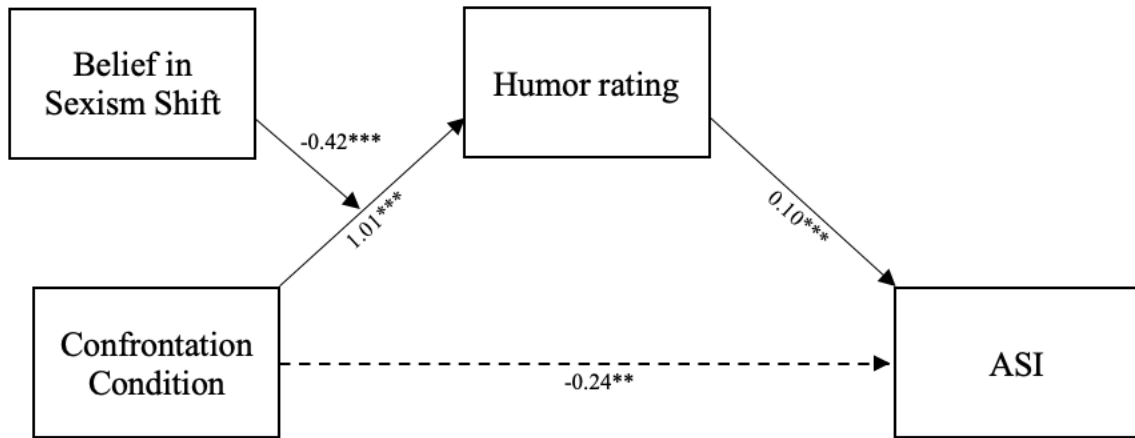
Note. * p < .05, ** p < .01, *** p < .001

Figure 5. *Moderated Mediation Analyses Examining Belief in Sexism Shift and Humorousness of the Confronter*
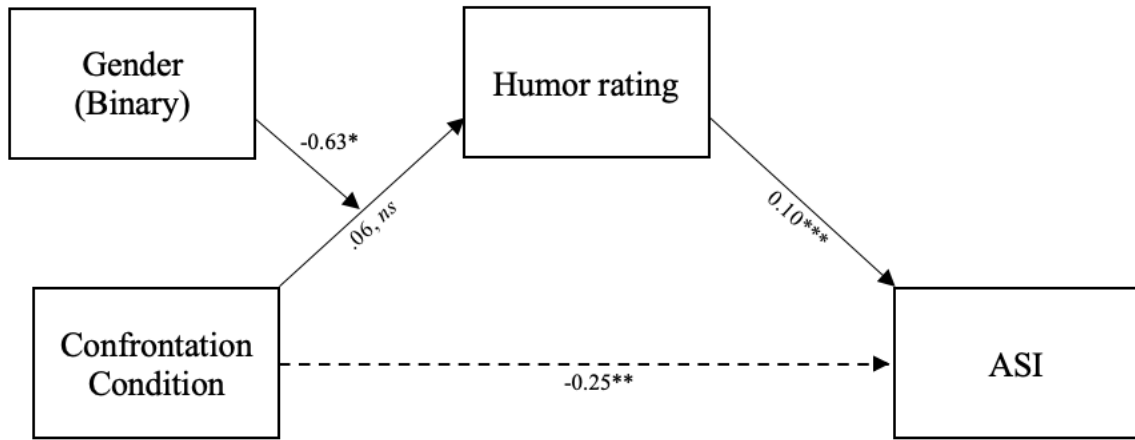
Note. * p < .05, ** p < .01, *** p < .001

Figure 6. *Moderated Mediation Analyses Examining Gender and Humorousness of the Confronter*

Note. * p < .05, ** p < .01, *** p < .001

Table 1. *Moderated Mediation Analyses Examining Issue Involvement and Ambivalent Sexism*

Mediator: Humor (*n*=492)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→H	1.003***	0.128	0.751	1.255	7.831	<0.001
	a₂: II→H	-0.423**	0.135	-0.689	-0.157	-3.127	0.002
	b: H→ASI	0.102**	0.029	0.045	0.159	3.532	0.001
	c': C→ASI	-0.235**	0.085	-0.401	-0.068	-2.772	0.006
Interaction effect							
	c: C x II	0.325***	0.086	0.156	0.494	3.784	<0.001
Indirect effect							
	c: C→H→ASI	0.058	0.025	0.015	0.114		
		0.157	0.052	0.062	0.267		
Moderated mediation							
		0.033	0.014	0.010	0.063		

Mediator: Credibility (*n*=492)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→CR	-0.322*	0.226	-0.602	-0.042	-2.258	0.024
	a₂: II→CR	0.607**	0.151	0.311	0.903	4.029	0.001
	b: CR→ASI	-0.294***	0.038	-0.369	-0.219	-7.687	<0.001
	c': C→ASI	-0.235**	0.085	-0.401	-0.068	-2.772	0.006
Interaction effect							
	c: C x II	-0.017	0.096	-0.205	0.171	-0.178	0.859
Indirect effect							
	c: C→CR→ASI	0.088	0.065	-0.035	0.224		
		0.103	0.060	-0.005	0.232		
Moderated mediation							
		0.005	0.029	-0.052	0.063		

Mediator: Likeability (*n*=492)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→L	-0.169	0.228	-0.451	0.113	-1.180	0.239
	a₂: II→L	0.584**	0.152	0.287	0.882	3.854	0.001
	b: L→ASI	-0.005	0.039	-0.082	0.072	-0.125	0.901
	c': C→ASI	-0.235**	0.085	-0.401	-0.068	-2.772	0.006
Interaction effect							
	c: C x II	-0.015	0.096	-0.204	0.174	-0.152	0.879
Indirect effect							
	c: C→L→ASI	0.001	0.011	-0.021	0.025		
		0.001	0.012	-0.025	0.027		
Moderated mediation							
		0.000	0.004	-0.009	0.009		

Note. Condition is coded such that less sarcastic is 1 and more sarcastic is 2. "C" refers to Condition, "H" refers to humorousness of the confronter, "CR" refers to credibility of the confronter, "L" refers to likeability of the confronter "II" refers to issue involvement, and "ASI" refers to Ambivalent Sexism Inventory. *$p < .05$, **$p < .01$, ***$p < .001$.

Table 2. *Moderated Mediation Analyses Examining Belief in Sexism Shift and Ambivalent Sexism*

Mediator: Humor (*n*=492)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→H	1.011***	0.127	0.762	1.259	7.992	<0.001
	a₂: BSS→ H	0.547***	0.147	0.258	0.835	3.726	<0.001
	b: H→ ASI	0.102**	0.029	0.045	0.159	3.532	0.001
	c': C→ASI	-0.235**	0.085	-0.401	-0.068	-2.772	0.006
Interaction effect							
	c: C x BSS	-0.415***	0.089	-0.591	-0.240	-4.648	<0.001
Indirect effect							
	c: C→H→ASI	0.165	0.054	0.065	0.278		
		0.037	0.023	-0.001	0.089		
Moderated mediation							
		-0.043	0.017	-0.079	-0.014		
Mediator: Credibility (*n*=492)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→CR	-0.274*	0.118	-0.505	-0.042	-2.321	0.021
	a₂: BSS→CR	-0.970***	0.137	-1.239	-0.702	-7.096	<0.001
	b: CR→ASI	-0.294***	0.038	-0.369	-0.219	-7.687	<0.001
	c': C→ASI	-0.235**	0.085	-0.401	-0.068	-2.772	0.006
Interaction effect							
	c: C x BSS	0.069	0.083	-0.095	0.233	0.825	0.410
Indirect effect							
	c: C→CR→ASI	0.110	0.045	0.026	0.199		
		0.049	0.061	-0.068	0.172		
Moderated mediation							
		0.005	0.029	-0.052	0.063		
Mediator: Likeability (*n*=492)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→L	-0.118	0.125	-0.346	0.128	-0.943	0.346
	a₂: BSS→L	-0.883***	0.146	-1.169	-0.598	-6.074	<0.001
	b: L→ASI	-0.005	0.039	-0.082	0.072	-0.125	0.901
	c': C→ASI	-0.235**	0.085	-0.401	-0.068	-2.772	0.006
Interaction effect							
	c: C x BSS	0.058	0.089	-0.117	0.232	-0.152	0.515
Indirect effect							
	c: C→L→ASI	0.001	0.011	-0.023	0.026		
		0.000	0.008	-0.016	0.020		
Moderated mediation							
		-0.000	0.004	-0.010	0.009		

Note. Condition is coded such that less sarcastic is 1 and more sarcastic is 2. "C" refers to Condition, "H" refers to humorousness of the confronter, "CR" refers to credibility of the confronter, "L" refers to likeability of the confronter "BSS" refers to Belief in Sexism Shift, and "ASI" refers to Ambivalent Sexism Inventory. *p* < .05, **p* < .01, ***p* < .001.

Table 3. *Moderated Mediation Analyses Examining Gender and Ambivalent Sexism*

Mediator: Humor (*n*=491)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→H	0.082	0.410	-0.724	0.887	0.199	0.842
	a₂: G→ H	-0.790	0.411	-1.597	0.017	-1.924	0.055
	b: H→ ASI	0.101**	0.029	0.045	0.158	3.517	0.001
	c': C→ASI	-0.243**	0.084	-0.409	-0.077	-2.879	0.004
Interaction effect							
	c: C x G	0.616*	0.259	0.107	1.125	2.380	0.018
Indirect effect							
	c: C→H→ASI	0.071	0.029	0.023	0.134		
		0.133	0.045	0.052	0.231		
Moderated mediation							
		0.063	0.034	0.009	0.140		
Mediator: Credibility (*n*=491)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→CR	-0.247	0.490	-1.211	0.716	-0.504	0.614
	a₂: G→CR	1.127*	0.491	0.162	2.082	2.295	0.022
	b: CR→ASI	-0.299***	0.038	-0.374	-0.224	-7.837	<0.001
	c': C→ASI	-0.243**	0.084	-0.409	-0.077	-2.879	0.004
Interaction effect							
	c: C x G	-0.010	0.310	-0.619	0.598	-0.034	0.973
Indirect effect							
	c: C→CR→ASI	0.077	0.076	-0.063	0.233		
		0.080	0.059	-0.032	0.201		
Moderated mediation							
		0.003	0.094	-0.181	0.189		
Mediator: Likeability (*n*=491)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→L	-0.020	0.484	-0.971	0.931	-0.042	0.967
	a₂: G→L	1.316**	0.484	0.363	2.268	2.714	0.007
	b: L→ASI	-0.001	0.039	-0.077	0.076	-0.017	0.987
	c': C→ASI	-0.243**	0.084	-0.409	-0.077	-2.879	0.004
Interaction effect							
	c: C x G	-0.065	0.306	-0.665	0.536	-0.211	0.833
Indirect effect							
	c: C→L→ASI	0.001	0.010	-0.021	0.022		
		0.001	0.010	-0.020	0.024		
Moderated mediation							
		0.000	0.012	-0.025	0.029		

Note. Condition is coded such that less sarcastic is 1 and more sarcastic is 2. Gender is binarily coded such that men are 1 and women are 2. "C" refers to Condition, "H" refers to humorousness of the confronter, "CR" refers to credibility of the confronter, "L" refers to likeability of the confronter "G" refers to gender, and "ASI" refers to Ambivalent Sexism Inventory. **p* < .05, ***p* < .01, ****p* < .001.

Table 4. *Moderated Mediation Analyses Examining Issue Involvement and Perceived Persuasiveness*

Mediator: Humor (*n*=492)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→H	1.003***	0.128	0.751	1.255	7.831	<0.001
	a₂: II→ H	-0.423**	0.135	-0.689	-0.157	-3.127	0.002
	b: H→PP	-0.019	0.024	-0.067	0.029	-0.793	0.428
	c': C→PP	0.029	0.071	-0.111	0.169	0.406	0.685
Interaction effect							
	c: C x II	0.325***	0.086	0.156	0.494	3.784	<0.001
Indirect effect							
	c: C→H→PP	-0.011	0.012	-0.037	0.012		
		-0.030	0.032	-0.097	0.031		
Moderated mediation							
		-0.006	0.007	-0.023	0.006		
Mediator: Credibility (*n*=492)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→CR	-0.322*	0.226	-0.602	-0.042	-2.258	0.042
	a₂: II→CR	0.607**	0.151	0.311	0.903	4.029	0.001
	b: CR→PP	0.822***	0.032	0.759	0.885	25.541	<0.001
	c': C→PP	0.029	0.071	-0.111	0.169	0.406	0.685
Interaction effect							
	c: C x II	-0.017	0.096	-0.205	0.171	-0.178	0.859
Indirect effect							
	c: C→CR→PP	-0.246	0.174	-0.592	0.098		
		-0.288	0.159	-0.610	0.014		
Moderated mediation							
		-0.014	0.079	-0.145	0.139		
Mediator: Likeability (*n*=492)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→L	-0.169	0.228	-0.451	0.113	-1.180	0.239
	a₂: II→L	0.584**	0.152	0.287	0.882	3.854	0.001
	b: L→PP	-0.005	0.039	-0.082	0.072	-0.125	0.901
	c': C→PP	0.029	0.071	-0.111	0.169	0.406	0.685
Interaction effect							
	c: C x II	-0.015	0.096	-0.204	0.174	-0.152	0. 879
Indirect effect							
	c: C→L→PP	-0.028	0.040	-0.111	0.049		
		-0.036	0.038	-0.116	0.036		
Moderated mediation							
		-0.003	0.019	-0.039	0.034		

Note. Condition is coded such that less sarcastic is 1 and more sarcastic is 2. "C" refers to Condition, "H" refers to humorousness of the confronter, "CR" refers to credibility of the confronter, "L" refers to likeability of the confronter "II" refers to issue involvement, and "PP" refers to perceived persuasiveness. *p < .05, **p < .01, ***p < .001.

Table 5. *Moderated Mediation Analyses Examining Belief in Sexism Shift and Perceived Persuasiveness*

Mediator: Humor (*n*=492)		Effect	SE	LLCI	ULCI	*t*	*p*
Path							
	a: C→H	1.011***	0.127	0.762	1.259	7.992	<0.001
	a₂: BSS□ H	0.547***	0.147	0.258	0.835	3.726	<0.001
	b: H→PP	-0.019	0.024	-0.067	0.029	-0.793	0.428
	c': C→PP	0.029	0.071	-0.111	0.169	0.406	0.685
Interaction effect							
	c: C x BSS	-0.415***	0.089	-0.591	-0.240	-4.648	<0.001
Indirect effect							
	c: C→H→PP	-0.031	0.034	-0.100	0.032		
		-0.007	0.009	-0.028	0.086		
Moderated mediation							
		0.008	0.009	-0.008	0.028		
Mediator: Credibility (*n*=492)		Effect	SE	LLCI	ULCI	*t*	*p*
Path							
	a: C→CR	-0.274*	0.118	-0.505	-0.042	-2.321	0.042
	a₂: BSS→CR	-0.970***	0.137	-1.239	-0.702	-7.096	<0.001
	b: CR→PP	0.822***	0.032	0.759	0.885	25.541	<0.001
	c': C→PP	0.029	0.071	-0.111	0.169	0.406	0.685
Interaction effect							
	c: C x BSS	0.069	0.083	-0.095	0.233	0.825	0.410
Indirect effect							
	c: C→CR→PP	-0.307	0.121	-0.545	-0.076		
		-0.137	0.168	-0.467	0.191		
Moderated mediation							
		0.057	0.071	-0.082	0.196		
Mediator: Likeability (*n*=492)		Effect	SE	LLCI	ULCI	*t*	*p*
Path							
	a: C→L	-0.118	0.125	-0.346	0.128	-0.943	0.346
	a₂: BSS→L	-0.883***	0.146	-1.169	-0.598	-6.074	<0.001
	b: L→PP	0.187***	0.033	0.122	0.241	5.675	<0.001
	c': C→PP	0.029	0.071	-0.111	0.169	0.406	0.685
Interaction effect							
	c: C x BSS	0.058	0.089	-0.117	0.232	-0.152	0.515
Indirect effect							
	c: C→L→PP	-0.038	0.034	-0.110	0.023		
		-0.005	0.038	-0.079	0.072		
Moderated mediation							
		0.011	0.017	-0.021	0.047		

Note. Condition is coded such that less sarcastic is 1 and more sarcastic is 2. "C" refers to Condition, "H" refers to humorousness of the confronter, "CR" refers to credibility of the confronter, "L" refers to likeability of the confronter "BSS" refers to Belief in Sexism Shift, and "PP" refers to perceived persuasiveness. *$p < .05$, **$p < .01$, ***$p < .001$.

Table 6. *Moderated Mediation Analyses Examining Gender and Perceived Persuasiveness*

Mediator: Humor (*n*=491)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→H	0.082	0.410	-0.724	0.887	0.199	0.842
	a₂: G→H	-0.790	0.411	-1.597	0.017	-1.924	0.055
	b: H→PP	-0.020	0.024	-0.068	0.028	-0.814	0.416
	c': C→PP	0.024	0.071	-0.116	0.164	0.343	0.732
Interaction effect							
	c: C x G	0.616*	0.259	0.107	1.125	2.380	0.018
Indirect effect							
	c: C→H→PP	-0.014	0.015	-0.045	0.134		
		-0.026	0.027	-0.082	0.027		
Moderated mediation							
		-0.012	0.015	-0.047	0.012		
Mediator: Credibility (*n*=491)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→CR	-0.247	0.490	-1.211	0.716	-0.504	0.614
	a₂: G→CR	1.127*	0.491	0.162	2.082	2.295	0.022
	b: CR→PP	-0.299***	0.038	-0.374	-0.224	-7.837	<0.001
	c': C→PP	0.024	0.071	-0.116	0.164	0.343	0.732
Interaction effect							
	c: C x G	-0.010	0.310	-0.619	0.598	-0.034	0.973
Indirect effect							
	c: C→CR→PP	-0.211	0.203	-0.614	0.176		
		-0.220	0.157	-0.524	0.088		
Moderated mediation							
		-0.009	0.255	-0.508	0.489		
Mediator: Likeability (*n*=491)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→L	-0.020	0.484	-0.971	0.931	-0.042	0.967
	a₂: G→L	1.316**	0.484	0.363	2.268	2.714	0.007
	b: L→PP	0.189*	0.033	-0.077	0.076	5.747	0.028
	c': C→PP	0.024	0.071	-0.116	0.164	0.343	0.732
Interaction effect							
	c: C x G	-0.065	0.306	-0.665	0.536	-0.211	0.833
Indirect effect							
	c: C→L→PP	-0.016	0.045	-0.108	0.071		
		-0.028	0.039	-0.108	0.047		
Moderated mediation							
		-0.016	0.059	-0.131	0.105		

Note. Condition is coded such that less sarcastic is 1 and more sarcastic is 2. Gender is binarily coded such that men are 1 and women are 2. "C" refers to Condition, "H" refers to humorousness of the confronter, "CR" refers to credibility of the confronter, "L" refers to likeability of the confronter "G" refers to gender, and "PP" refers to perceived persuasiveness. *p < .05, **p < .01, ***p < .001.

Table 7. *Moderated Mediation Analyses Examining Issue Involvement and Collective Action Intentions*

Mediator: Humor (*n*=492)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→H	1.003***	0.128	0.751	1.255	7.831	<0.001
	a₂: II→H	-0.423**	0.135	-0.689	-0.157	-3.127	0.002
	b: H→CAI	0.049	0.024046	-0.041	0.139	1.075	0.283
	c': C→CAI	0.022	0.134	-0.242	0.285	0.162	0.87
Interaction effect							
	c: C x II	0.325***	0.086	0.156	0.494	3.784	<0.001
Indirect effect							
	c: C→H→CAI	0.028	0.028	-0.021	0.091		
		0.076	0.069	-0.063	0.213		
Moderated mediation							
		0.016	0.015	-0.014	0.048		
Mediator: Credibility (*n*=492)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→CR	-0.322*	0.226	-0.602	-0.042	-2.258	0.042
	a₂: II→CR	0.607**	0.151	0.311	0.903	4.029	0.001
	b: CR→CAI	0.822***	0.032	0.759	0.885	25.541	<0.001
	c': C→CAI	0.022	0.134	-0.242	0.285	0.162	0.87
Interaction effect							
	c: C x II	-0.017	0.096	-0.205	0.171	-0.178	0.859
Indirect effect							
	c: C→CR→CAI	-0.072	0.055	-0.193	0.027		
		-0.288	0.053	-0.202	0.003		
Moderated mediation							
		-0.004	0.024	-0.054	0.042		
Mediator: Likeability (*n*=492)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→L	-0.169	0.228	-0.451	0.113	-1.180	0.239
	a₂: II→L	0.584**	0.152	0.287	0.882	3.854	0.001
	b: L→CAI	0.313***	0.062	0.192	0.435	5.070	<0.001
	c': C→CAI	0.022	0.134	-0.242	0.285	0.162	0.87
Interaction effect							
	c: C x II	-0.015	0.096	-0.204	0.174	-0.152	0.879
Indirect effect							
	c: C→L→CAI	-0.047	0.068	-0.185	0.085		
		-0.061	0.065	-0.201	0.062		
Moderated mediation							
		-0.005	0.032	-0.069	0.058		

Note. Condition is coded such that less sarcastic is 1 and more sarcastic is 2. "C" refers to Condition, "H" refers to humorousness of the confronter, "CR" refers to credibility of the confronter, "L" refers to likeability of the confronter "II" refers to issue involvement, and "CAI" refers to collective action intentions. *$p < .05$, **$p < .01$, ***$p < .001$.

Table 8. *Moderated Mediation Analyses Examining Belief in Sexism Shift and Collective Action Intentions*

Mediator: Humor (*n*=492)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→H	1.011***	0.127	0.762	1.259	7.992	<0.001
	a₂: BSS→H	0.547***	0.147	0.258	0.835	3.726	<0.001
	b: H→CAI	0.049	0.046	-0.041	0.139	0.162	0.871
	c': C□ CAI	0.022	0.134	-0.242	0.285	0.406	0.871
Interaction effect							
	c: C x BSS	-0.415***	0.089	-0.591	-0.240	-4.648	<0.001
Indirect effect							
	c: C→H→CAI	0.080	0.073	-0.065	0.226		
		0.018	0.021	-0.015	0.068		
Moderated mediation							
		-0.021	0.019	-0.061	0.017		
Mediator: Credibility (*n*=492)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→CAI	-0.274*	0.118	-0.505	-0.042	-2.321	0.042
	a₂: BSS→CR	-0.970***	0.137	-1.239	-0.702	-7.096	<0.001
	b: CR→CAI	0.239**	0.061	0.121	0.358	3.956	0.001
	c': C→CAI	0.022	0.134	-0.242	0.285	0.406	0.871
Interaction effect							
	c: C x BSS	0.069	0.083	-0.095	0.233	0.825	0.410
Indirect effect							
	c: C→CR→CAI	-0.089	0.044	-0.190	-0.018		
		-0.040	0.052	-0.150	0.059		
Moderated mediation							
		0.017	0.022	-0.024	0.065		
Mediator: Likeability (*n*=492)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→L	-0.118	0.125	-0.346	0.128	-0.943	0.346
	a₂: BSS→L	-0.883***	0.146	-1.169	-0.598	-6.074	<0.001
	b: L→CAI	0.313***	0.062	0.192	0.435	5.070	<0.001
	c': C→CAI	0.022	0.134	-0.242	0.285	0.406	0.871
Interaction effect							
	c: C x BSS	0.058	0.089	-0.117	0.232	-0.152	0.515
Indirect effect							
	c: C→L→CAI	-0.038	0.034	-0.110	0.023		
		-0.005	0.038	-0.079	0.072		
Moderated mediation							
		0.011	0.017	-0.021	0.047		

Note. Condition is coded such that less sarcastic is 1 and more sarcastic is 2. "C" refers to Condition, "H" refers to humorousness of the confronter, "CR" refers to credibility of the confronter, "L" refers to likeability of the confronter "BSS" refers to Belief in Sexism Shift, and "CAI" refers to collective action intentions. *$p < .05$, **$p < .01$, ***$p < .001$.

Table 9. *Moderated Mediation Analyses Examining Gender and Collective Action Intentions*

Mediator: Humor (n=491)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→H	0.082	0.410	-0.724	0.887	0.199	0.842
	a₂: G→H	-0.790	0.411	-1.597	0.017	-1.924	0.055
	b: H→CAI	0.050	0.046	-0.041	0.140	1.079	0.281
	c': C→CAI	0.024	0.134	-0.240	0.288	0.178	0.860
Interaction effect							
	c: C x G	0.616*	0.259	0.107	1.125	2.380	0.018
Indirect effect							
	c: C→H→CAI	0.035	0.033	-0.028	0.104		
		0.065	0.061	-0.050	0.188		
Moderated mediation							
		0.031	0.033	-0.023	0.110		
Mediator: Credibility (n=491)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→CR	-0.247	0.490	-1.211	0.716	-0.504	0.614
	a₂: G→CR	1.127*	0.491	0.162	2.082	2.295	0.022
	b: CR→CAI	0.241***	0.061	0.121	0.360	3.967	<0.001
	c': C→CAI	0.024	0.134	-0.240	0.288	0.178	0.860
Interaction effect							
	c: C x G	-0.010	0.310	-0.619	0.598	-0.034	0.973
Indirect effect							
	c: C→CR→CAI	-0.062	0.063	-0.196	0.056		
		-0.065	0.051	-0.179	0.024		
Moderated mediation							
		-0.003	0.077	-0.165	0.147		
Mediator: Likeability (n=491)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→L	-0.020	0.484	-0.971	0.931	-0.042	0.967
	a₂: G→L	1.316**	0.484	0.363	2.268	2.714	0.007
	b: L→CAI	0.312***	0.062	0.191	0.434	5.043	<0.001
	c': C→CAI	0.024	0.134	-0.240	0.288	0.178	0.860
Interaction effect							
	c: C x G	-0.065	0.306	-0.665	0.536	-0.211	0.833
Indirect effect							
	c: C→L→CAI	-0.026	0.074	-0.176	0.118		
		-0.047	0.064	-0.176	0.080		
Moderated mediation							
		-0.020	0.097	-0.218	0.173		

Note. Condition is coded such that less sarcastic is 1 and more sarcastic is 2. Gender is binarily coded such that men are 1 and women are 2. "C" refers to Condition, "H" refers to humorousness of the confronter, "CR" refers to credibility of the confronter, "L" refers to likeability of the confronter "G" refers to gender, and "CAI" refers to collective action intentions. *p < .05, **p < .01, ***p < .001.

Table 10. *Exploratory Moderated Mediation Analyses Examining Issue Involvement and Likeability and Credibility of the Confronter*

Outcome: Likeability (*n*=492)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→H	1.003***	0.128	0.751	1.255	7.831	<0.001
	a₂: II→H	-0.423**	0.135	-0.689	-0.157	-3.127	0.002
	b: H→L	0.381***	0.163	0.276	0.487	7.106	<0.001
	c': C→L	-0.424*	0.163	-0.745	-0.103	-2.594	0.01
Interaction effect							
	c: C x II	0.325***	0.086	0.156	0. 494	3.784	0.002
Indirect effect							
	c: C→H→L	0.214	0.075	0.079	0.373		
		0.587	0.123	0.386	0.846		
Moderated mediation							
		0.124	0.040	0.052	0.207		
Outcome: Credibility (*n*=492)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→H	1.003***	0.128	0.751	1.255	7.831	<0.001
	a₂: II→H	-0.423**	0.135	-0.689	-0.157	-3.127	0.002
	b: H→CR	0.301***	0.055	0.194	0.409	5.497	<0.001
	c': C→CR	-0.490**	0.167	-0.818	-0.163	-2.939	0.003
Interaction effect							
	c: C x II	0.325***	0.086	0.156	0. 494	3.784	0.002
Indirect effect							
	c: C→H→CR	0.169	0.065	0.058	0.311		
		0.464	0.114	0.257	0.700		
Moderated mediation							
		0.098	0.033	0.040	0.169		

Note. Condition is coded such that less sarcastic is 1 and more sarcastic is 2. "C" refers to Condition, "H" refers to humorousness of the confronter, "CR" refers to credibility of the confronter, "L" refers to likeability of the confronter, and "II" refers to issue involvement. *p < .05, **p < .01, ***p < .001.

Table 11. *Exploratory Moderated Mediation Analyses Examining Belief in Sexism Shift and Likeability and Credibility of the Confronter*

Outcome: Likeability (*n*=492)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→H	1.011***	0.127	0.762	1.259	7.992	<0.001
	a₂: BSS→H	0.547***	0.147	0.258	0.835	3.726	<0.001
	b: H→L	0.381***	0.054	0.276	0.487	7.106	<0.001
	c': C→L	-0.424*	0.163	-0.745	-0.103	-2.594	0.01
Interaction effect							
	c: C x BSS	-0.415***	0.089	-0.591	-0.240	-4.648	<0.001
Indirect effect							
	c: C→H→L	0.615	0.125	0.394	0.879		
		0.139	0.078	-0.003	0.306		
Moderated mediation							
		-0.158	0.043	-0.250	-0.080		
Outcome: Credibility (*n*=492)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→H	1.011***	0.127	0.762	1.259	7.992	<0.001
	a₂: BSS→H	0.547***	0.147	0.258	0.835	3.726	<0.001
	b: H→CR	0.301***	0.055	0.194	0.409	5.497	<0.001
	c': C→CR	-0.490**	0.167	-0.818	-0.163	-2.939	0.003
Interaction effect							
	c: C x BSS	-0.415***	0.089	-0.591	-0.240	-4.648	<0.001
Indirect effect							
	c: C→H→CR	0.486	0.118	0.270	0.737		
		0.110	0.064	-0.002	0.252		
Moderated mediation							
		-0.125	0.038	-0.207	-0.058		

Note. Condition is coded such that less sarcastic is 1 and more sarcastic is 2. "C" refers to Condition, "H" refers to humorousness of the confronter, "CR" refers to credibility of the confronter, "L" refers to likeability of the confronter, and "BSS" refers to Belief in Sexism Shift. *p < .05, **p < .01, ***p < .001.

Table 12. *Exploratory Moderated Mediation Analyses Examining Gender and Likeability and Credibility of the Confronter*

Outcome: Likeability (*n*=491)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→H	0.082	0.410	-0.724	0.887	0.199	0.842
	a₂: G→H	-0.790	0.411	-1.597	0.017	-1.924	0.055
	b: H→L	0.382***	0.054	0.276	0.487	7.010	<0.001
	c': C→L	-0.423*	0.164	-0.745	-0.102	-2.585	0.01
Interaction effect							
	c: C x G	0.616*	0.259	0.107	1.125	2.380	0.018
Indirect effect							
	c: C→H→L	0.266	0.083	0.117	0.441		
		0.501	0.111	0.305	0.740		
Moderated mediation							
		0.235	0.108	0.042	0.463		
Outcome: Credibility (*n*=491)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→H	0.082	0.410	-0.724	0.887	0.199	0.842
	a₂: G→H	-0.790	0.411	-1.597	0.017	-1.924	0.055
	b: H→CR	0.301***	0.055	0.193	0.409	5.497	<0.001
	c': C→CR	-0.494**	0.167	-0.823	-0.166	-2.959	0.003
Interaction effect							
	c: C x G	0.616*	0.259	0.107	1.125	2.380	0.018
Indirect effect							
	c: C→H→CR	0.210	0.069	0.088	0.361		
		0.396	0.104	0.212	0.620		
Moderated mediation							
		0.186	0.092	0.031	0.389		

Note. Condition is coded such that less sarcastic is 1 and more sarcastic is 2. Gender is binarily coded such that men are 1 and women are 2. "C" refers to Condition, "H" refers to humorousness of the confronter, "CR" refers to credibility of the confronter, "L" refers to likeability of the confronter, and "G" refers to gender. *$p < .05$, **$p < .01$, ***$p < .001$.

Table 13. *Exploratory Moderated Mediation Analyses Examining Issue Involvement and Credibility of the Sexist Man*

(n=492)	Effect	SE	LLCI	ULCI	t	p
Path						
a: C→H	1.003***	0.128	0.751	1.255	7.831	<0.001
a₂: II→H	-0.423**	0.135	-0.689	-0.157	-3.127	0.002
b: H→CR	-0.125*	0.054	-0.232	-0.019	-2.237	0.022
c': C→CR	-0.079	0.165	-0.479	-0.403	0.245	0.632
Interaction effect						
c: C x II	0.325***	0.086	0.156	0. 494	3.784	0.002
Indirect effect						
c: C→H→CR	-0.070	0.035	-0.138	-0.004		
	-0.134	0.031	-0.126	-0.004		
Moderated mediation						
	-0.041	0.022	-0.088	-0.003		

Note. Condition is coded such that less sarcastic is 1 and more sarcastic is 2. "C" refers to Condition, "H" refers to humorousness of the confronter, "CR" refers to credibility of the sexist man, and "II" refers to issue involvement. *$p < .05$, **$p < .01$, ***$p < .001$.

Table 14. *Exploratory Moderated Mediation Analyses Examining Belief in Sexism Shift and Credibility of the Sexist Man*

(n=492)	Effect	SE	LLCI	ULCI	t	p
Path						
a: C→H	1.011***	0.127	0.762	1.259	7.992	<0.001
a₂: BSS→H	0.547***	0.147	0.258	0.835	3.726	<0.001
b: H→CR	-0.125*	0.054	-0.232	-0.019	-2.307	0.022
c': C→CR	-0.079	0.165	-0.403	0.245	-0.479	0.632
Interaction effect						
c: C x BSS	-0.415***	0.089	-0.591	-0.240	-4.648	<0.001
Indirect effect						
c: C→H→CR	-0.202	0.010	-0.408	-0.013		
	-0.046	0.036	-0.129	0.004		
Moderated mediation						
	0.052	0.027	0.004	0.109		

Note. Condition is coded such that less sarcastic is 1 and more sarcastic is 2. "C" refers to Condition, "H" refers to humorousness of the confronter, "CR" refers to credibility of the sexist man, and "BSS" refers to Belief in Sexism Shift. *$p < .05$, **$p < .01$, ***$p < .001$.

Table 15. *Exploratory Moderated Mediation Analyses Examining Gender and Credibility of the Sexist Man*

Outcome: Likeability (*n*=491)		Effect	*SE*	LLCI	ULCI	*t*	*p*
Path							
	a: C→H	0.082	0.410	-0.724	0.887	0.199	0.842
	a₂: G→H	-0.790	0.411	-1.597	0.017	-1.924	0.055
	b: H→CR	-0.126*	0.054	-0.232	-0.019	-2.320	0.021
	c': C→CR	-0.086	0.165	-0.410	0.238	-0.521	0.603
Interaction effect							
	c: C x G	0.616*	0.259	0.107	1.125	2.380	0.018
Indirect effect							
	c: C→H→CR	-0.088	0.049	-0.196	-0.005		
		-0.165	0.084	-0.334	-0.010		
Moderated mediation							
		-0.235	0.108	-0.042	-0.463		

Note. Condition is coded such that less sarcastic is 1 and more sarcastic is 2. Gender is binarily coded such that men are 1 and women are 2. "C" refers to Condition, "H" refers to humorousness of the confronter, "CR" refers to credibility of the sexist man, and "G" refers to gender. *$p < .05$, **$p < .01$, ***$p < .001$.

CHAPTER 4: GENERAL DISCUSSION

The present study explored the impact of a specific type of humor to confront sexism that is currently being used in a widespread trend on TikTok. In the study, I was able to successfully manipulate humor across conditions with a medium to large effect size, and this effect was strongest for the item measuring sarcasm (η_p^2=.189), though all items in the humor scale were significantly higher in the more sarcastic condition. Overall, it appears that the type of humor that is used in this trend, mocking a male sexist target, leads to different perceptions from observers depending on their beliefs and identity, however, contrary to my hypotheses, this did not translate to persuasion in the expected direction. Overall, it appears that reactions to confronters and perceptions of this type of humor may be dependent on characteristics of the observers of the confrontation.

First, my findings replicate findings in past research in a new context that women, compared with men, have more positive reactions to, less negative reactions to, and are more supportive of women who confront sexism (Garcia et al., 2010). The results from this study suggest that this effect holds in an online setting and when humor that is mocking and sarcastic is utilized in a confrontation. Furthermore, I found that men are more likely to have hostile reactions towards women who confront sexism than women, regardless of whether women use a more sarcastic approach or a less sarcastic approach. Integrating these finding with past research, this suggests that regardless of how a woman confronts sexism (whether humorous or not), other women may be more likely to have positive reactions to the confrontation and confronter than men. Not only did I find main effects of perceptions of the confronter by gender across

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conditions, but I also investigated other individual factors that influenced perceptions of the humor utilized by the woman in the more sarcastic version.

While the full moderated mediation models for the persuasion outcomes of collective action intentions and perceived persuasiveness were not significant, the models that included scores on the ASI as the outcome were. The models suggest that individual attitudes and gender influence perceptions of the humorousness of the confronter and in turn, are associated with differing scores on the ASI. Individuals who believe that sexism has shifted (that men are now the primary target of sexism) were less likely to find the woman in the more sarcastic confrontation humorous. Similarly, individuals who do not find sexism a personally relevant or important issue did not find the mocking and sarcastic confrontation as humorous as individuals who do find sexism personally relevant and important. Also, men were less likely than women to find the more sarcastic confrontation humorous compared to women. These findings are consistent with my original theorizing. It is possible that the reason that these individuals do not find this type of humor as funny is because they find it offensive. In fact, higher scores on belief in sexism shift were associated with higher ratings of the offensiveness of the confronter's response and higher scores for issue involvement were associated with lower ratings of the offensiveness of the confronter's response (as measured by a single item). Individuals who believe that men are now the primary target of sexism may interpret a woman who is mocking a male target as mean-spirited and putting down a marginalized group and therefore not find it humorous. Whereas individuals who do not believe that sexism has shifted and that women are still the primary target of sexism may find the mocking of a sexist target justified and for these reasons find her approach more humorous. Something similar may be occurring with individuals who do not find sexism personally relevant or important. These individuals may be less likely to

find the belittling of a male sexist target as justified compared to individuals for whom sexism against women is a very important issue. These individual variables that contribute to the variation in perceptions of the humorousness of this type of humor point to the ambiguousness of humor. Past research has demonstrated that humor can be an effective persuasion tool, but individuals must find the humorous attempt funny for persuasion to occur.

Inconsistent with my hypotheses, the results of the full moderated mediation models suggest that this type of humor may have a detrimental impact by increasing sexist attitudes. Even more surprising, this effect was stronger among individuals who were more likely to believe the issue of sexism is important, believe that women are still the primary target of sexism, and for women. However, it is important to note that the indirect effects of humor on ASI scores were relatively small (increases of about 0.10 on the 6-point scale) and the other persuasion outcomes were not significant in the moderated mediation models. Additionally, when considering belief in sexism shift as a moderator, the full moderated mediation model was not significant among individuals who strongly endorsed this belief. Thus, there is not evidence that this type of humor has an impact (positive or negative) on ASI scores for those who hold strong beliefs about a shift in sexism where men are now the primary target. These individuals may already strongly endorse ambivalent sexist attitudes (belief in sexism shift was positively associated with ASI scores in this sample), and their attitudes may be hard to change in a positive way.

Further, the current study compared two confrontation conditions and there was not a control to compare outcomes without a sexism confrontation. While these results suggest that this type of humor may have an unintended negative impact by minimally increasing scores on the ASI, it is possible that this type of humor and particularly these viral videos serve a different

psychological function than persuasion such as increasing empowerment or feelings of connectedness with other women. Further, though the analyses were exploratory, the indirect effects of ratings of humorousness of the confronter on the ratings of the likeability and credibility of the confronter were larger than the indirect effects of humor ratings on ASI scores. While these findings will need to be replicated, they provide some suggestion that these videos and this type of humor may serve a different function such as a creating connection between like-minded individuals who support the feminist cause.

Limitations

As stated previously, it is possible that these videos and this type of humor serve a different psychological purpose than persuasion. However, persuasion is difficult to measure. Because of this, I attempted to measure persuasion in three different ways (perceived persuasiveness, collective action intentions and the ASI). While I only found support for the models that included ASI as the outcomes, it is possible that participants were persuaded by the woman's confrontation in a positive way but that I was not able to capture it through the measures I used. Further, I found some evidence of persuasion that suggests that this type of sarcastic humor may have a detrimental impact by slightly increasing ASI scores, however, the effect was relatively small. It is possible that something else was occurring within this relationship that my variables did not account for. Additionally, it is possible that a short video of a woman confronting sexism is not sufficient to persuade individuals to change their attitudes or behaviors.

Another limitation of this study is that I compared two confrontation conditions (less sarcastic and more sarcastic) and did not have a control with no confrontation to compare to. In other words, both participant groups were exposed to a woman who confronted a sexist man. It is

possible that both confrontation conditions were equally persuasive, but I was not able to account for this due to the lack of a true control group. Confronting sexism with the use of sarcastic and mocking humor may have a positive impact compared to no response at all. Further, I attempted to investigate impacts on perceptions of how sexist the man in the original video was, but there appeared to be a ceiling effect where the man was rated as very sexist in both conditions. It is possible that this type of humor may influence perceptions of how sexist the person that a woman is confronting, but in the video I created, the man was seen as very sexist regardless of the woman's response.

Implications and Future Directions

Confronting sexism is difficult because of the potential social backlash. Recent research that has begun to investigate the role of humor in confronting sexism suggests that women may be more likely to confront sexism through the use humor than without humor (Woodzicka et al., 2020). In the current study, I sought to investigate the different perceptions that observers may have of individuals who use humor (particularly sarcastic and mocking) during sexism confrontations and whether these types of confrontations hold persuasive appeal. Overall, the present study contributes to both our knowledge of perceptions of sexism confrontations and to the literature on humor. The results suggest that sarcastic mocking humor aimed at a male target is perceived differently depending on the observer's beliefs regarding the prevalence of sexism towards women, issue involvement in sexism, and gender and that this may also translate to observer's perceptions of a confronter of sexism who utilizes this type of humor.

This study aimed to investigate the effectiveness of sexism confrontations involving sarcastic and mocking humor on persuading individual attitudes and behaviors, but it is possible this type of humor used on social media may serve a different purpose than direct persuasion.

While future research may benefit from utilizing different ways to measure persuasion as well as comparing a confrontation response to no response at all, future directions should also include exploring other positive impacts that this social media trend may have. Particularly, sarcastic and mocking humor that calls out sexism may serve to empower women, create communities of likeminded individuals, and increase group identification among women who are observers. It is also possible that this type of humor may serve as a coping mechanism for women when they encounter misogyny. For this reason, future research should investigate whether this type of humor has an impact on feminist identity, empowerment and connection to a larger community. Because women may be more likely to use humor to confront sexism (Woodzicka et al., 2020), future research should also investigate other forms of backlash that this study did not investigate.

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Serious Response Script

I've never understood the sentiment of "well I don't like the way you dress, so I'm not gonna respect you!" Why would I not respect you based on the clothing that you choose to wear?

Something that you are choosing to not touch on is that it's not really about the clothing. It's about the fact that that woman is a woman, and society has expectations about how we are "supposed" to act (gesturing quotes with fingers). So the lack of respect doesn't just come on the basis of what that woman is wearing. It's a general lack of respect for women who make their own decisions.

(counting up to 4 while says the following) So you said that women choose how they dress for attention, male validation, because they are insecure, and have low self-esteem.

That's another place where you went wrong. You associate the women you are referring to with attributes that are negative, just because you perceive them as negative!

And you want to know why "male validation" doesn't make sense? Do you hear yourself?! We know that a lot of men are going to use the way we dress or what we do on social media against us. So why do you think we would be doing it for male validation?! That makes no sense unless you just think women are stupid.

Will we get male attention? Absolutely. Validation? HELL NO. The only women that you give validation to are women that regurgitate the misogynistic bullshit that you do. It's as simple as

that. Your problem is that you think those women are insecure, you think those women have low self-esteem, you think they're doing it for attention, you think this and you think that. And it always flies right over your head that maybe she's doing it because she god damn wants to. Maybe if you stopped treating women like commodities, and in fact as humans just like you, we wouldn't have this issue.

Humorous Response Script

Sections that are italicized are the jokes added to the humorous condition.

laughs The first thing I want to say is men having the ability to broadcast their involuntary abstinence on social media is a curse! *laughs*

I've never understood the sentiment of "well you dress like this, so I'm not gonna respect you!" *(in a mocking voice making fun of the man's voice) Don't worry! That doesn't make you sound like a jerk at all!* Why would I not respect you based on the clothing that you choose to wear? *You are just exposing the fact that you're a shallow person. *laughs**

Something that you are choosing to not touch on is that it's not really about the clothing. It's about the fact that that woman is a woman, and society has expectations about how we are "supposed" (gesturing quotes with fingers) to act. So the lack of respect doesn't just come on the basis of what that woman is wearing. It's a general lack of respect for women who make their own decisions. *Sorry bro, I must have missed the PSA where we were told we need to run all of our decisions by you? Sick hoodie by the way, please continue to give women fashion advice *laughs**

(counting up to 4 while says the following) So you said that women choose how they dress for attention, male validation, because they are insecure and have low self-esteem.

That's another place where you went wrong. You associate the women you are referring to with attributes that are negative, just because you perceive them as negative!

And you want to know why "male validation" doesn't make sense? Do you hear yourself?! *laughs* Hold up, I guess I forgot that everything women do or think revolves around what men want. Thank you so much for reminding me. Anyway -* We know that a lot of men are going to use the way we dress or what we do on social media against us. So why do you think we would be doing it for male validation?! That makes no sense unless you just think women are stupid.

 *No seriously, rub those two brain cells you have together and try to think of an answer *laughs**

Will we get male attention? Absolutely. Validation? HELL NO. The only women that you give validation to are women that regurgitate the misogynistic bullshit that you do. It's as simple as that. Your problem is that you think those women are insecure, you think those women have low self-esteem, you think they're doing it for attention, you think this and you think that. And it always flies right over your head that maybe she's doing it because she god damn wants to. *Okay I know trying to understand even simple concepts can be hard for you even with that superior male brain of yours *laughs*, but I really want you to try to consider this:* Maybe if you stopped treating women like commodities, and in fact as humans just like you, we wouldn't have this issue.

APPENDIX B: MEASURES

Belief in Sexism Shift Scale

Using the scale below please rate how much you agree with the following statements.

1	2	3	4	5	6	7
Strongly disagree			Neutral			Strongly agree

- In the US, discrimination against men is on the rise.
- Men are not particularly discriminated against.*
- If anything, men are more discriminated against than women these days.
- Giving women more rights often requires taking away men's rights.
- Under the guise of equality for women, men are actually being discriminated against.
- In the pursuit of women's rights, the government has neglected men's rights.
- Nowadays, men don't have the same chances in the job market as women.
- Feminism is about favoring women over men.
- Feminism does not discriminate against men.*
- All in all, men have more responsibilities and fewer benefits.
- In today's society, women can say things that men are not allowed to say.
- It is evident that the media is biased against men.
- In today's society, men are often punished for acting manly.
- All in all, men are well respected in today's society.*
- While women can use the "gender-card" to get ahead, men can't.

Note 1. * signifies reverse-coded items.

Issue Involvement

Using the scales below, please respond to the following statement: "To me, issues related to sexism are…"

1	2	3	4	5	6	7
Important						Unimportant

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1	2	3	4	5	6	7
Relevant						Irrelevant

1	2	3	4	5	6	7
Mean a lot to me						Mean nothing

1	2	3	4	5	6	7
Involving						Uninvolving

1	2	3	4	5	6	7
Personal						Impersonal

1	2	3	4	5	6	7
Consequential						Inconsequential

1	2	3	4	5	6	7
Significant						Insignificant

Humorousness of the confronter

Using the scales below, please respond to the following statement: "Overall, I found the woman's response to be…"

1	2	3	4	5	6	7
Not funny						Funny

1	2	3	4	5	6	7
Not humorous						Humorous

1	2	3	4	5	6	7
Not amusing						Amusing

Credibility of the confronter

Using the scales below, please respond to the following statement: "Overall, I found the woman in the video to be…"

1	2	3	4	5	6	7
Untrustworthy						Trustworthy

1	2	3	4	5	6	7
Not Credible						Credible

1	2	3	4	5	6	7
Not Qualified						Qualified

1	2	3	4	5	6	7
Not Informed						Informed

Credibility of the sexist man

Using the scales below, please respond to the following statement: "Overall, I found the man at the beginning of the video to be…"

1	2	3	4	5	6	7
Untrustworthy						Trustworthy

1	2	3	4	5	6	7
Not Credible						Credible

1	2	3	4	5	6	7
Not Qualified						Qualified

1	2	3	4	5	6	7
Not Informed						Informed

Likeability of the confronter

- Using the scale below, please indicate your level of agreement with the following statements regarding the woman in the video you watched.

1	2	3	4	5	6	7
Strongly Disagree						Strongly Agree

- This person seems friendly.
- This person seems likeable.
- This person seems warm.
- This person seems approachable.

Evaluations of the confronter's response

Using the scale below please rate the level to which you agree or disagree with the following

statements.

1	2	3	4	5	6	7
Strongly disagree						Strongly agree

- The woman's response was appropriate.
- The woman's response was effective for achieving her personal goals.
- The woman's response was assertive.
- The woman's response was harmful for other women.

Hostility towards the confronter:

Using the scale below, please indicate how strongly you feel each of the following emotions toward the woman in the video.

1	2	3	4	5	6	7
Not at all			Neutral			Very much

- Anger
- Hostility
- Contempt
- Disgust

Perceived persuasiveness

Using the scales below, please respond to the following statement: "Overall, I found the

woman's argument in the video to be…"

1	2	3	4	5	6	7
Very weak						Very strong

1	2	3	4	5	6	7
Not very powerful						Very powerful

1	2	3	4	5	6	7
Not very convincing						Very convincing

	1	2	3	4	5	6	7
Not very persuasive							Very persuasive

12-item shortened version of the Ambivalent Sexism Inventory:

Using the scale below please rate the level to which you agree or disagree with the following statements.

	1	2	3	4	5	6
	Disagree strongly	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree

1. Many women have a quality of purity that few men possess.
2. Women should be cherished and protected by men.
3. Women seek to gain power by getting control over men.
4. Every man ought to have a woman whom he adores.
5. Men are incomplete without women.
6. Women exaggerate problems they have at work.
7. Once a woman gets a man to commit to her, she usually tries to put him on a tight leash.
8. When women lose to men in a fair competition, they typically complain about being discriminated against.
9. Many women get a kick out of teasing men by seeming sexually available and then refusing male advances.
10. Women, compared to men, tend to have a superior moral sensibility.
11. Men should be willing to sacrifice their own well being in order to provide financially for the women in their lives.
12. Feminists are making unreasonable demands of men.

Collective action intentions:

Using the scale below please rate how likely it is that you would do the following things.

	1	2	3	4	5	6	7
Not likely at all							Very likely

- To support gender equality, how likely it is that you would participate in demonstrations.
- To support gender equality, how likely it is that you would sign a petition.

- To support gender equality, how likely it is that you would participate in blocking buildings or streets.
- To support gender equality, how likely it is that you would disturb events where advocates of inequality appear.

Demographics

Please tell us a little about yourself.

1. What is your age? _____

2. What is your gender?

- Male
- Female
- Non-binary
- Agender
- Other (write-in)

3. What is your racial/ethnic heritage?

- Arabic/Middle Eastern
- Asian, Asian American, Pacific Islander
- Bi-Racial
- Black/African American, Caribbean
- Hispanic/Latino(a)
- White/Anglo or European American
- Other

4. What is your sexual orientation?

- Asexual
- Bisexual
- Demisexual
- Fluid
- Gay/Lesbian
- Pansexual
- Queer
- Straight/Heterosexual

APPENDIX C: IRB APPROVAL LETTER

UNIVERSITY of SOUTH FLORIDA

EXEMPT DETERMINATION

February 2, 2023

Rebecca Upton

████████████

Dear Rebecca Upton:

On 2/2/2023, the IRB reviewed and approved the following protocol:

Application Type:	Initial Study
IRB ID:	STUDY005163
Review Type:	Exempt 3, 2
Title:	Perceptions of TikTok Content Creators
Protocol:	Perceptions_of_TIkTok_Content_Creators_IRB_Protocol.docx

The IRB determined that this protocol meets the criteria for exemption from IRB review.

In conducting this protocol, you are required to follow the requirements listed in the INVESTIGATOR MANUAL (HRP-103).

Please note, as per USF policy, once the exempt determination is made, the application is closed in BullsIRB. This does not limit your ability to conduct the research. Any proposed or anticipated change to the study design that was previously declared exempt from IRB oversight must be submitted to the IRB as a new study prior to initiation of the change. However, administrative changes, including changes in research personnel, do not warrant a modification or new application.

Ongoing IRB review and approval by this organization is not required. This determination applies only to the activities described in the IRB submission and does not apply should any changes be made. If changes are made and there are questions about whether these activities impact the exempt determination, please submit a new request to the IRB for a determination.

Sincerely,

████████████

Institutional Review Boards / Research Integrity & Compliance
FWA No. 00001669
University of South Florida / 3702 Spectrum Blvd., Suite 165 / Tampa, FL 33612 / 813-974-5638

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